

# Editor & Publisher

® THE FOURTH ESTATE

THE ONLY INDEPENDENT WEEKLY JOURNAL OF NEWSPAPERING

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“10”

U. I. C. C.  
FEB 19 1980  
LIBRARY

Here are three “10”s that represent only part of The Register’s remarkable Southern California success story.

Actually, we’ve been in the Top Ten in these lineage categories for the past five years.

A member of the Orange County Metro Group, we developed Orange County’s largest and most productive advertising package.

## TAKE A LOOK!

### Top Ten In Classified and Legal Advertising

Full Run Linage  
1979 (000)

1. Houston Chronicle \_\_\_\_\_ 52,080
2. **The Register** **33,437**
3. Houston Post \_\_\_\_\_ 31,548
4. Los Angeles Times \_\_\_\_\_ 30,645
5. San Jose Mercury & Mercury-News \_\_\_\_\_ 30,313
6. Dallas News \_\_\_\_\_ 25,896
7. Washington Post \_\_\_\_\_ 23,985
8. Denver Post \_\_\_\_\_ 22,242
9. Ft. Lauderdale News & News & Sun Sentinel \_\_\_\_\_ 22,199
10. Dallas Times-Herald \_\_\_\_\_ 21,843

### Top Ten In Retail Advertising

Full Run Linage  
1979 (000)

1. Ft. Lauderdale News & News & Sun Sentinel \_\_\_\_\_ 40,198
2. Los Angeles Times \_\_\_\_\_ 38,869
3. San Jose Mercury & Mercury-News \_\_\_\_\_ 30,235
4. Washington Post \_\_\_\_\_ 29,018
5. **The Register** **27,388**
6. Miami Herald \_\_\_\_\_ 26,326
7. West Palm Beach Post & Post-Times \_\_\_\_\_ 25,786
8. Milwaukee Journal \_\_\_\_\_ 25,135
9. Dallas Times-Herald \_\_\_\_\_ 25,018
10. Atlanta Journal & Journal & Constitution \_\_\_\_\_ 24,841

### Top Ten In Total Advertising

Full Run Linage  
1979 (000)

1. Houston Chronicle \_\_\_\_\_ 80,193
2. Los Angeles Times \_\_\_\_\_ 79,183
3. Ft. Lauderdale News & News & Sun Sentinel \_\_\_\_\_ 67,585
4. San Jose Mercury & Mercury-News \_\_\_\_\_ 67,088
5. **The Register** **65,015**
6. Washington Post \_\_\_\_\_ 59,673
7. Houston Post \_\_\_\_\_ 57,534
8. Dallas News \_\_\_\_\_ 54,427
9. Chicago Tribune \_\_\_\_\_ 52,802
10. Denver Post \_\_\_\_\_ 51,764

Source: Media Records, Inc., First Nine Months, 1979.

# The Register

A DIVISION OF FREEDOM NEWSPAPERS, INC.

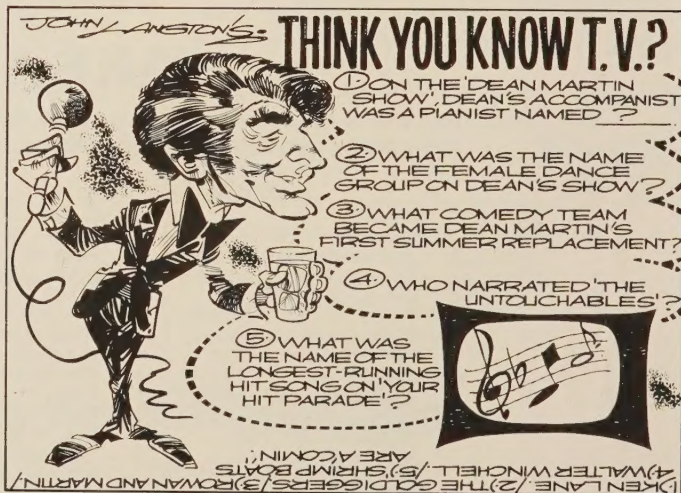
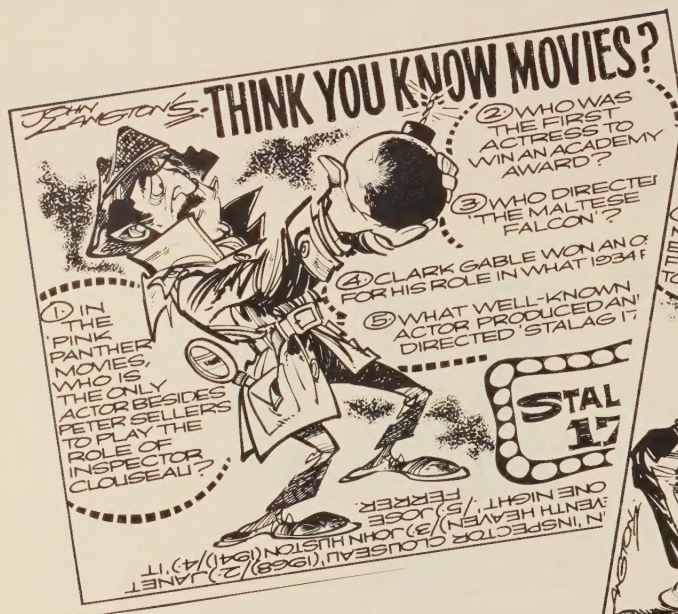
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The growth is a result of our commitment to an effective communications strategy: to meet informational and entertainment needs of consumers and special groups through both print and electronic means. By defining our strategic purpose in terms of consumer needs, Harte-Hanks has the flexibility

to meet the challenges of the future. We call it "strategic flexibility", and it will enable us to seize future opportunities as they occur.

As Robert G. Marbut, president and chief executive officer of Harte-Hanks Communications, Inc. has said: "As the needs of the marketplace change, so will Harte-Hanks."

**HARTE-HANKS COMMUNICATIONS, INC.**



P. O. Box 269, San Antonio, Texas 78291





February 1980							March 1980							April 1980						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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24	25	26	27	28	29		23	24	25	26	27	28	29	27	28	29	30			
							30	31												

## FEBRUARY

- 17-20—Newspaper Advertising Co-operative Network seminar, Sheraton Sand Key Hotel, Clearwater Beach, Fla.
- 20-22—International Circulation Managers Association/American Newspaper Publishers Association legal symposium, Fairmont Hotel, Dallas, Texas.
- 22-24—Mississippi Valley Classified Managers and National Telephone Supervisors, Hyatt Regency Hotel, Chicago.
- 25-26—New England Newspaper Advertising Executives Association, Copley Plaza Hotel, Boston, Mass.
- 25-29—ANPA Key Executive Seminar, Royal Orleans Hotel, New Orleans, La.
- 26-27—Landon Seminars, "The Newspaper and Alternate Delivery", O'Hare Hilton, Chicago, Ill.
- 28-March 2—Maryland-Delaware-DC Press Association, Ramada Inn, Baltimore, Md.

## MARCH

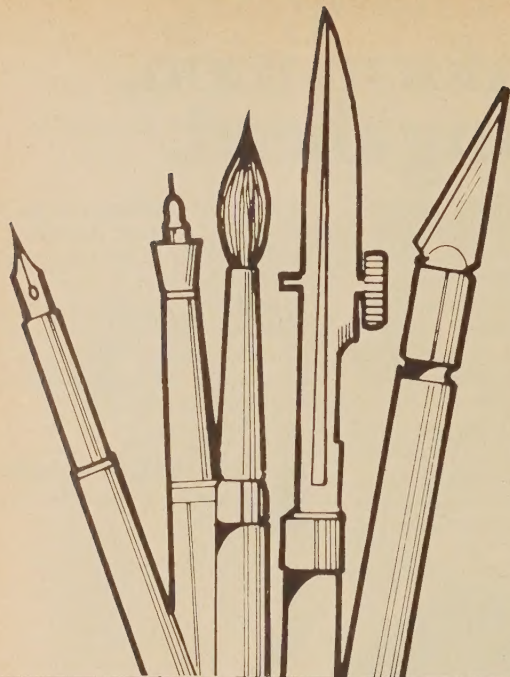
- 2-4—Texas Daily Newspaper Association, la Posada Hotel, Laredo, Texas.
- 2-5—Inland Daily Press Association, Hyatt Regency, Phoenix, Ariz.
- 4-5—Landon Seminars, "The Newspaper and Alternate Delivery", Sheraton LaGuardia, New York.
- 6-9—New York Press Association, mid-winter convention, Americana Inn, Albany, N.Y.
- 9-11—New York State Publishers Association, Rye Town Hilton Inn, Rye, N.Y.
- 10-14—ANPA/RI Management Introduction to New Technology, ANPA Research Institute, Easton, Pa.
- 13—Ohio Newspaper Association and Ohio Circulation Managers Association, Newspaper Advertising Bureau Circulation Workshop, Harley Hotel, Columbus, Ohio.
- 13-15—New England Association Circulation Executives, Boston Marriott, Newton, Mass.
- 14-15—Mid-West Circulation Managers Association, Plaza Cosmopolitan, Denver, Colo.
- 16-18—First Amendment Congress, Williamsburg, Va.
- 16-19—ANPA Conference for Young Newspaper Men and Women, Don CeSar Beach Resort Hotel, St. Petersburg, Fla.
- 16-19—ANPA Labor Negotiators Seminar, Houstonian Inn, Houston, Tex.
- 17-19—Advertising Research Foundation annual conference, New York Hilton Hotel.
- 18-21—Inter American Press Association, board of directors, Hotel Carriari, San Jose, Costa Rica.
- 19-22—National Newspaper Association, government affairs conference, and Suburban Newspaper Newspapers of America Editorial Conference, Hyatt Regency, Washington, D.C.
- 23-25—Central States Circulation Managers Association, Galt House, Louisville, Ky.
- 26-28—America\*East Newspaper Production Conference, Hershey Convention Center, Hershey, Pa.
- 25-28—ANPA Foundation Conference for Newspaper in Education Program Development, Sir Francis Drake, San Francisco, Calif.
- 30-Apr. 5—ANPA/INPA Newspaper Executives Marketing Seminar, Scottsdale Conference Center, Scottsdale, Ariz.

## APRIL

- 1-2—Landon Seminars, "The Newspaper and Alternate Delivery", Hyatt House, Los Angeles, Calif.
- 7-10—American Society of Newspaper Editors, Washington Hilton.
- 11—Maine Press Association spring conference, Orono, Maine.
- 10-12—New Jersey Publisher Association Advertising Conference, Tamiment, Pa.
- 16—New England Associated Press News Executives Association Spring meeting, Sheraton Inn, Boxborough, Mass.
- 16-17—Canadian Daily Newspaper Publishers Association, Four Seasons Hotel, Toronto.
- 18-20—Society of Professional Journalists, Sigma Delta Chi, Region 8 Conference, Arlington, Texas.
- 21—The Associated Press, Sheraton-Waikiki, Honolulu.
- 22—United Press International, Sheraton-Waikiki, Honolulu.
- 21-23—American Newspaper Publishers Association convention, Sheraton Waikiki (convention headquarters), Honolulu, Hawaii.

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## Announcing the 1979 Editor & Publisher NEWSPAPER PROMOTION AWARDS COMPETITION

For the 45th year, Editor & Publisher, in cooperation with the International Newspaper Promotion Association is presenting awards for the best newspaper promotion, research, public relations and related activities. The awards will be presented in 13 classifications and five circulation groups. The deadline for entries is March 28, 1980, with judging held in New York.

For rules and entry blanks, write:

E&P Promotion Contest, c/o Editor & Publisher,  
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Booth has always been known for its training. Since 1975, we've trained hundreds of our own employees in circulation and professional sales skills. And now we're opening our door to the public.

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Booth's training programs have all been pretested and rated "outstanding" by one or more pilot groups of newspaper personnel before being offered publicly. Workshop group sizes are kept small (typically 12 or less) and individual participants receive personal attention on their own unique interests and concerns.

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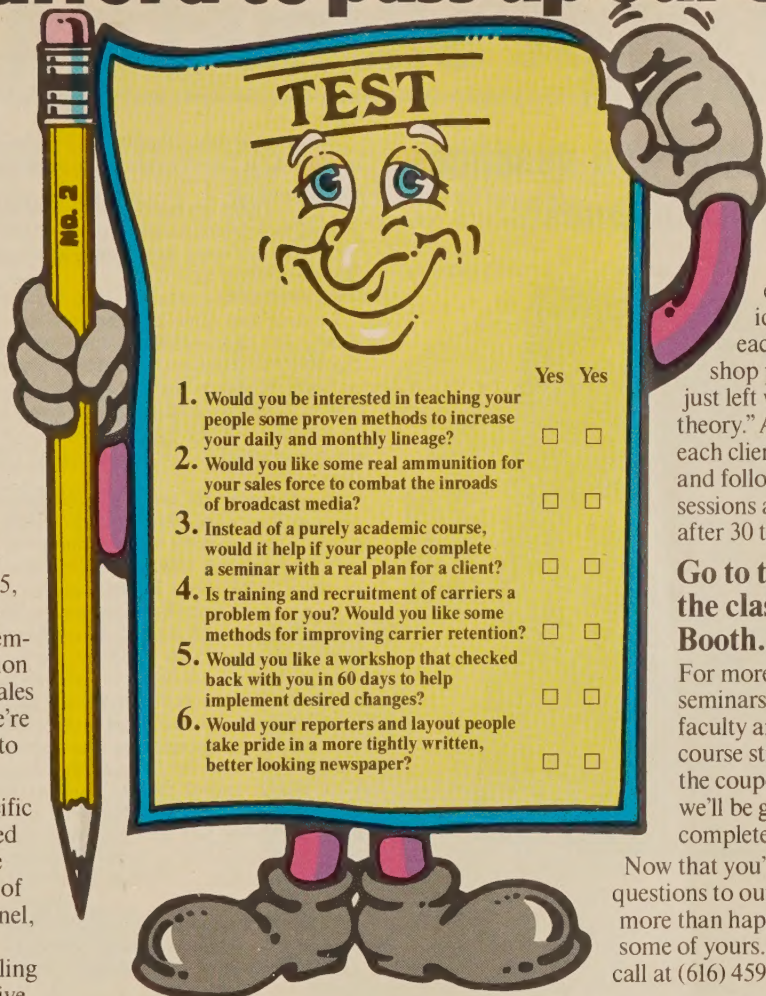
The course of study is an intensive one. We use excellent audio-visuals. With a minimum of lecture material, the most productive work is done in small groups. And because the workshops are open to

professionals from any newspaper, participants get exposed to a broad range of experiences and ideas. At the end of each session, workshop participants aren't just left with "ivory-tower theory." A specific plan for each client is suggested and follow-up feedback sessions are arranged after 30 to 60 days.

## **Go to the head of the class with Booth.**

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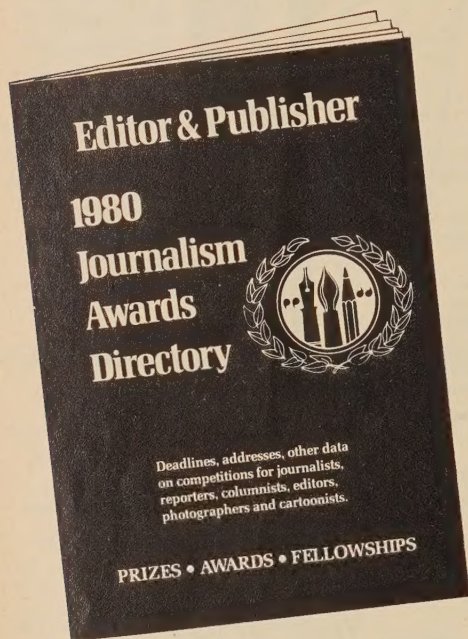
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## Editorial workshop By Roy H. Copperud

### Where, Oh Where?—No. 550

My friend Allan M. Lazarus, managing editor of the *Shreveport* (La.) *Times*, asks for an opinion on the correctness of where rather than *in* (or *at*) which in examples like these:

"... coal degasification, a process *where* coal, through intense heat, is converted into various synthetic gases

"... There are many cases *where* the belief system is so absurd that scientists dismiss it instantly . . ."

"There are some problems *where* inferential evidence is all that we will have."

"The detective recalled a case *where* . . ."

Lazarus had gone through the usual references without finding any mention of this locution, except a dubious one in the Random House Dictionary. Newspaper stylebooks do not take up the point, except for that of the Los Angeles Times. It strictly limits *where* to references to places, citing as examples "They went together to Vietnam, *where* one of them was killed"; "He moved to the Detroit area, *where* he thrived."

But Webster III gives as one definition of *where* as a conjunction "under conditions in which: in circumstances in which," and quotes Louis Auchincloss: "it is clearly necessary to determine this *where* the custody of the children is involved." American Heritage gives "In any place or *situation* in which" (emphasis supplied). Webster's New World gives "place or situation." The OED gives an array of extended meanings that I will not quote in full, and says "In what position, situation, or circumstances?" and quotes "... *where* has been changed," in reference, usually, to information obtained from a newspaper. This usage is criticized on the ground that *where* should be *that*. Webster's New World, now the bible of the wire services, of the *New York Times*, and of the *Los Angeles Times*, among others, calls it colloquial. But the New World definition of *colloquial* carefully points out that this label indicates conversational but not substandard or illiterate usage. My own opinion is that "I see *where* . . ." has attained the unassailable status of idiom.

Several critics also point out that *where* and *when* should not be used in definitions: "A summit is *where* heads of governments meet"; "Welding is *when* two pieces of metal are fused." But hell, we all learned that in the third grade. That is, those of us who attended third grade before 1950 or so, when instruction in such matters apparently ceased.

*Where* for *when* or *if* is also criticized: "Employees are given compensatory time off, or *where* this is not possible, they get extra pay." *when*. I think there is reason to suspect that *where* is driving the purer alternatives out of business, just as *on* has displaced most other prepositions in loose prose.

### Wayward Words

Adding to our collection of terms for time copy, C. J. Leabo of the Texas A&M University communications faculty writes, "When I was news editor at the late *Santa Rosa* (Calif.) *Evening Press* in the late 1940s, we had a designation that I haven't seen or heard of since. We just slugged it 'AOT,' which stood for 'Any Old Time.'"

\* \* \*

Another import from England has made its way across the Atlantic and all the way to the West Coast. It's the slang term *bonkers*, old stuff in Britain for *nuts*, *off one's rocker*, etc., but unknown in the U.S. until recently.

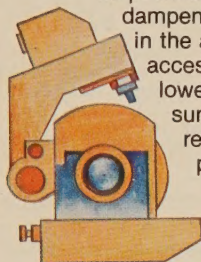


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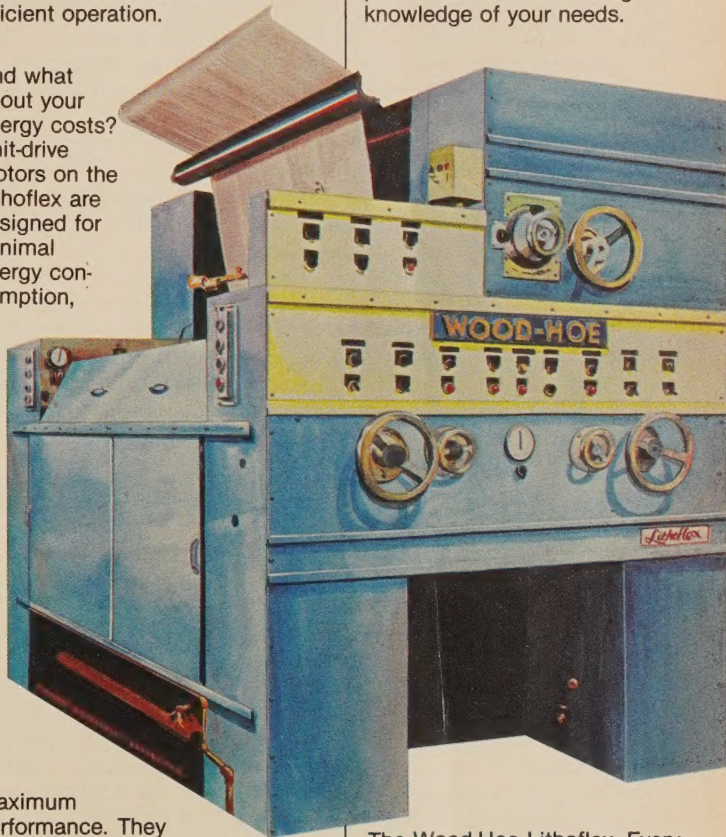


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# Editor & Publisher

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Ferdinand C. Teubner, Publisher

James Wright Brown  
Publisher, Chairman of the Board, 1912-1959



Charter Member  
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Publishers Association  
6 mo. average net paid June 30, 1979—25.375



## Special-interest bill

The Senate Subcommittee on the Constitution has approved an administration-sponsored bill that would prevent unannounced police searches for information held by persons engaged in some form of communication to the public. The bill is designed to counter the effects of the 1978 Supreme Court decision in the *Stanford Daily* case.

It sounds good, but it isn't. It is special-interest legislation and newspaper trade and editorial associations should continue their opposition to it.

The bill (S. 1970) would prevent surprise searches for information held by journalists, authors, scholars and researchers, as well as other persons who have collected information for dissemination to the public through newspapers, books, magazines, broadcast, etc.

We agree there should be some legislation to close the loopholes opened by the *Stanford* decision, but the right to be secure from unauthorized searches and seizures belongs to all the people, not just to members of the press.

The press should not be in the position of either asking for or accepting special consideration when protection against third-party searches should be extended to all Americans as the Constitution intended.

## Lawyers approve ads

The American Bar Association's Young Lawyer Division has announced its support of advertising by lawyers. Forty states now have policies permitting print advertising of this nature.

This is a healthy development but we would like to see, and we believe all responsible attorneys would agree, there should be some ethical guidelines proposed. And, newspapers should cooperate. It is not good for the general public, the legal profession, or newspapers when classified ads appear anonymously offering legal services with only a telephone number reference.

## Mutilation of E&P copies

For the first time in our memory, many E&P subscribers have been receiving their regular copies in a severely damaged condition. We have had our problems with the postal service, as almost every other publication has, with late deliveries, but this is the first time we have experienced mutilation of copies by one means or another.

We want our subscribers to know that postal authorities, at our request, are making a thorough investigation of our problem to discover the reason for this abuse and to put a stop to it. We hope our readers will bear with us until we and the post office can solve it.

## The Oldest Publishers and Advertisers Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

**Managing Editor:** Jerome H. Walker, Jr.

**Associate Editors:** John P. Consoli, Bill Gloede, Andrew Radolf, Lenora Williamson, Earl W. Wilken

**Midwest Editor:** Celeste Huenergard

**Washington Correspondent:** I. William Hill

**West Coast Correspondent:** M.L. Stein

**Promotion Manager:** George Wilt

**Advertising Manager:** Donald L. Parvin

**Sales Representatives:** Steven Ahmuty, Richard J. Flynn, Norman Messer, Robert J. Mathes, Durland Stewart

**Advertising Production Manager:** Louise A. Villani

**Circulation Fulfillment Manager:** Donna Walck

**Classified Advertising Manager:** Donna P. Bates

**Librarian:** Adelaide Santonastaso

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**Chicago:** 111 East Wacker Drive 60601. Phone 312-565-0123. Celeste Huenergard, Editor. Norman Messer, Ad Representative.

**Los Angeles:** 3450 Wilshire Boulevard Suite 407, 90010. Phone 213-382-6346. William Marshall—Scott, Marshall, Sands & McGinley.

**Long Beach, Calif:** 5050 Garford St. 90815. Phone 213-597-2931. M.L. Stein, West Coast Correspondent.

**San Francisco:** 433 California St., Suite 505, 94104. Phone 415-421-7950. Peter Scott, Richard Sands—Scott, Marshall, Sands & McGinley.

**Washington:** 1295 National Press Building. Washington, D.C. 20045. Phone 202-628-8365. I. William Hill, Correspondent.

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# Freedom of Information Day to be observed on March 16

The Society of Professional Journalists, Sigma Delta Chi said March 16, James Madison's birthday, will be observed annually as "Freedom of Information Day."

The special observance is intended to promote "public awareness of the vital role of the First Amendment guarantees of press freedom in our democracy," said the Society's president, Jean Otto, editor of the op ed page of the *Milwaukee Journal*.

"Press freedoms—which are public freedoms, after all—have been under regular attack in recent years," said Otto. "Much of the criticism appears to stem from a lack of understanding and appreciation of the legacy of freedom we all enjoy. We hope to focus through this special day on the privileges and responsibilities shared by journalists and the public they serve."

The 35,000-member Society, largest and most representative in journalism, is asking its 300 chapters throughout the United States to plan special meetings and to seek declarations of support from President Carter, state governors and mayors. A model proclamation is being distributed to SPJ chapters throughout the country.

"Freedom of Information Day" will coincide this year with the second of two First Amendment Congresses March 16 in Williamsburg, Va., co-sponsored by 12 national journalism organizations, including SPJ, SDX. The first Congress

## SAMPLE PROCLAMATION: FREEDOM OF INFORMATION DAY

Whereas, a free press is one of our most precious Constitutional guarantees; and

Whereas, an informed citizenry is a prerequisite of democratic government; and

Whereas, the public's right to a free flow of information and ideas is now beset by misunderstanding, controversy, and outright opposition; and

Whereas, the rights and responsibilities of a free press require public awareness and support; and

Whereas, our fourth president, James Madison, was instrumental in the composition and adoption of the Bill of Rights, including the First Amendment guarantees of a free press;

Therefore I, \_\_\_\_\_ of the \_\_\_\_\_, do proclaim Madison's birthday, March 16th, as Freedom of Information Day, to be observed by the citizens of \_\_\_\_\_ with public awareness and other appropriate actions; and do hereby affix my seal of office, this \_\_\_\_\_ day of \_\_\_\_\_, 19\_\_\_\_.

was held in Philadelphia, Pa., January 16-17.

Madison's birthday was selected to honor the fourth U.S. president's efforts to secure adoption of the Bill of Rights. He was regarded as one of the leading advocates of press freedom as the nation struggled to establish democratic guarantees for all citizens.

The SPJ, SDX national board declared

the special observance in response to a recommendation from a subcommittee of the Society's national freedom of information committee. The subcommittee is headed by Jim Bohannon, WRC radio, Washington, D.C. Members include Renee Bram, U. of Wisconsin, Madison; Sherry Conohan, *Asbury Park* (N.J.) Press; and Pamela Kahn, WBZ-tv, Boston, Mass.

should not be allowed to deliberately manipulate words in order to swing support on a highly emotional issue to their side.

JACQUI SALMON

Apt. 16L  
333 E. 30th St.  
N.Y. N.Y. 10016

## TAKE EXCEPTION

I was pleased and happy to read the two articles in E&P for January 12, 1980 concerning newspaper libraries.

I do have to take exception to the second article written by Mr. Ernest Perez. I felt the article was totally biased towards total text storage and retrieval of

information with very little mention to alternative ways of storage and retrieval.

Let's be realistic about the situation, one of the major factors that has to be considered in proposing any information retrieval system for a small to medium size newspaper library is cost. There is no reasonable way that top management would be willing to expend the amount of money suggested by Mr. Perez.

I am not condemning total text storage and retrieval. I think it is ideal for large newspaper libraries who are able to afford and maintain it.

THERESA HAMMOND  
(Hammond is director of library services, *Newport News* (Va.) Daily Press.)

## SERVICE HIGHLIGHTS

Brief run-down on one of the components of the NYT News Service "package"...

**Five-Day-A-Week Airmail Service:** a broad-ranging selection of timely material especially prepared for editors of medium-and small-sized newspapers. Service includes news selections for every section of your paper: key editorials, features and sports columns. Eight to ten stories are selected daily which can hold up for usage when they reach your news desk. Volume runs 5,000 to 6,000 words daily.

**The New York Times**  
**NEWS SERVICE**

## Letters

### MISLEADING

I am surprised at you. After all the preaching E&P has done to news organizations about getting trapped in word usage pitfalls set by its news sources, E&P has stumbled into one.

In an article on page 44 in the January 26th issue of E&P, you refer to some pro-abortion groups as "pro-life" groups. Since when are any groups advocating the abolition of abortion pro-life groups? There is a political party in New York State known officially as the "Pro-Life Party." But that is not an excuse for calling all groups against abortion "pro-life" groups.

The term is dangerously misleading. It was dreamed up by these groups as a not-so-subtle way of implying that pro-abortion groups should be known simply as pro-abortion groups, anti-abortion groups should be known just as anti-abortion groups. These organizations

EDITOR & PUBLISHER for February 16, 1980



# **huntsville**

## **alabama's third largest market.**

RANK	METRO AREA	POPULATION	EBI	TOTAL RETAIL SALES
1	BIRMINGHAM	820,800	\$5,123,823,000	\$3,577,996,000
2	MOBILE	436,900	2,330,824,000	1,512,325,000
3	HUNTSVILLE	295,400	1,727,293,000	1,165,977,000
4	MONTGOMERY	259,400	1,543,630,000	1,039,300,000

Source: S&MM, 1979, Survey of Buying Power

# **HUNTSVILLE TIMES & NEWS**

Represented by Newhouse Newspapers



# Coupon misredemption probe in Philadelphia

The A.C. Nielsen Company, in cooperation with federal law enforcement agencies, is currently probing coupon misredemption in the Philadelphia/Southern New Jersey market.

Although A.C. Nielsen officials have refused to comment on the probe, E&P has learned that National Co-Op Couponing, of Westport, Conn., in cooperation with Nielsen, has dropped its schedule from the *Philadelphia Bulletin* in an effort to learn where the bulk of misredeemed coupons come from. The *Bulletin*, which is hardly pleased with the loss of revenue, is also cooperating in the investigation.

"I think what they're trying to find out by having NCC drop the *Bulletin* is to see if the couponing in that form is the major reason why there is misredemption," explained a *Bulletin* executive. "With those full-page units, anyone who is anxious to misredeem or malredeem have a slug of business there that they could operate from," he continued.

The executive explained that the *Bulletin* was probably targeted by Nielsen because the paper is 70% home delivered and carries more food advertising than its rival, the *Philadelphia Inquirer*.

The Philadelphia/South Jersey ADI was also recently billed by an A.C. Nielsen exec as one of the worst markets in the country in terms of coupon misredemption rates.

The *Bulletin* has tightened security around its plant in recent months and instituted a rule that each employee may carry only one newspaper per day out of the office. Two employees were dismissed recently when they were caught carrying "more than one" newspaper from the plant, according to Joseph Elliott, *Bulletin* vicepresident and business manager. The two dismissed employees were not named due to a dispute over the dismissals with the union, which represents the pair.

The exact nature and scope of the investigation are being kept under wraps by A.C. Nielsen, however, E&P has learned that there is a suspicion that organized crime elements may be involved in coupon misredemption in the Philadelphia area. Reacting to E&P's queries, one *Bulletin* executive said, "If there are some organized crime elements involved, and there is a suspicion that there might be, the publicity could send them underground and we might never

find out who they were."

However, another source told E&P that it is common knowledge in and around Philadelphia that an investigation is taking place in connection with coupon misredemption.

"There's been an awful lot of talk about coupon pilfering in Philadelphia and at the *Bulletin*," one source said.

A *Bulletin* exec believes that the Nielsen investigation is not restricted to the *Bulletin* and Philadelphia, but extends to other newspapers in other markets.

"There is a faction of retailers, apparently, who are involved in misredeeming and malredeeming coupons and apparently there are some retailers in this market and other markets who have been redeeming coupons without buying merchandise," he said.

"If there is a group or an individual that's using the *Bulletin* to misredeem coupons, we are certainly not cooperating with them and we'd like to work with Nielsen to see how we can be more cooperative," the *Bulletin* exec said.

A few years back, the *Bulletin* did dismiss a couple of its drivers who were involved in coupon pilfering, but the exec said there had not been any problems to his knowledge since then.

In 1978, Brooklyn (N.Y.) District Attorney Eugene Gold, in conjunction with the U.S. Postal Service and Blair Marketing (a distributor of free standing coupon inserts), issued a 25¢ off coupon for a non-existent product in three New York area papers and more than 2,000 retail stores tried to redeem those coupons. Charges against them ranged from grand larceny to petty fraud.

More recently, coupon pilfering was uncovered at the *Detroit News* and resulted in arrests.

"It's unbelievable the lengths people will go to get their hands on coupons," a *Bulletin* exec said. "They're worth a lot of money."

Meanwhile, the Audit Bureau of Circulation hopes to have a plan to audit the distribution of newspaper coupon ads in effect in the next few months, according to George Simko, senior vicepresident of Benton & Bowles and chairman of ABC's forward planning committee.

The plan for the proposed ABC Coupon Distribution Verification Service, as it will be called, was drafted following pilot tests of three newspapers' coupon redemption practices.

The coupon distribution auditing plan was originally discussed at the November ABC meeting in New Orleans. At a meeting of advertisers and agencies two weeks ago, it was modified and expanded, Simko said.

Another meeting will be held during the next few weeks at which newspaper publishers will be shown the proposed plan and asked for input.

Then it is up to the ABC to adopt the coupon distribution auditing plan.

Simko said the pilot tests conducted at the three newspapers pointed to a need for such an auditing system for coupon distribution.

He said in some cases it was found that there was no surveillance or checking process on what happens to newspapers that contain large numbers of coupons that are put into distribution but not necessarily sold.

*(Continued on page 43)*

## N.Y. News hires national ad rep

The *New York News* last week announced the appointment of Cresmer, Woodward, O'Mara and Ormsbee Inc. as the paper's national advertising sales representative for selective portions of the continental United States, eastern Canada and the Caribbean.

CWO&O will sell News ad space from offices in Chicago, Dallas, Boston, Minneapolis, Philadelphia, Atlanta and Miami. The News will close its own offices in Chicago and Miami and reassign employees from those offices. The News will continue in-house representation in the New York and Detroit ADI's.

The decision to go with a national rep was made "to capitalize on the trend toward a greater share of the national advertising market that the *Daily News* has enjoyed during the last three years," according to Arthur Wible, News vicepresident and advertising director. The expanded representation will give the News presence in seven cities rather than two.

Western States Associates will continue to represent the News in 11 western states. Towmar will remain the News' Mexico, south and Central America rep, and All-American Media will continue to sell News space in Europe.

"This move to a network of offices around the country will accelerate our growth and bring the *Daily News* into the same dominant position in national advertising that it has long had in the retail area," said Wible.



# Olympic town daily goes AM for Games

By Andrew Radolf

The *Adirondack Enterprise* in Saranac, N.Y., which includes Lake Placid in its market area, is meeting the challenge of covering the Winter Olympics by switching from evening to morning publication and putting out a special tabloid supplement for the duration of the games.

"We'll be here 18 hours a day, 7 days a week," commented editor and publisher William Doolittle of his paper which usually publishes 5500 copies Monday through Friday evenings. "I'm lucky if I get a couple of hours sleep."

## Cable tv's impact on local tv studied

The result of a *Columbus* (Ohio) *Dispatch/Citizen Journal* survey to determine cable television's impact on the local tv audience "points up the erosion of the viewing audience once owned by local tv stations," according to a report by Leonard Zane, general ad manager of the papers.

During this year's International Newspaper Advertising Executives winter sales conference in Dallas last month, the INAE general ad sales committee, headed by Zane, voted to initiate a study in various markets on the impact of cable tv on local stations to find out if cable tv is splintering the tv audience.

The survey in Columbus was the first and Zane hopes that other newspapers around the country will conduct similar surveys.

The Columbus survey shows that 32% of Columbus households have bought additional programming through cable tv service and 1/3 of those cable subscribers were tuned to cable tv programming instead of commercial tv at the time the survey was conducted.

"I hope you can see the potential of selling cable firms on the importance of buying newspaper advertising to hype the use of cable by their subscribers," Zane said in a letter to newspaper ad directors around the country.

Zane said that while studies in various newspaper markets will turn up differing degrees of cable penetration, "it will be a start at monitoring a development that can work in our favor."

Zane said he plans to conduct follow up studies in October of this year and in February of 1981.

Results from the early surveys conducted around the country are to be compiled and put into an anti-television presentation that will be released at the summer INAE meeting in Boston.

For the Olympics, Doolittle has expanded the *Enterprise's* press run to 7200 copies and increased its pages from 12 to 16 daily.

The paper will return to its regular size and evening schedule after the Olympics have concluded.

The *Enterprise* is also publishing a special, 40 page daily tabloid called the Olympic Digest to improve its coverage of the winter games. With an initial press run of 20,000, the Digest will reach regular subscribers as part of their daily paper and will sell on newsstands throughout the Lake Placid area for 50¢.

The Olympic Digest has been "very successful" in attracting "national and institutional type ads," remarked the *Enterprise's* ad manager, Catherine Moore. She cited New York Telephone, Perrier, Coca Cola, Triumph Cigarettes, Hydron Ski Goggles, and Baha'i Faith as some of the companies and organizations which have bought space in the tabloid supplement.

National advertising also has flowed into the regular newspaper which has sold out its space during the Olympics, reported Ogden Nutting, president of the *Enterprise's* parent company, Ogden Newspapers.

"A lot of weird people" have tried to place ads in the *Enterprise's* Olympic  
**Former reporter to investigate leaks**

U.S. Attorney General Benjamin Civiletti has assigned a former *Washington Post* reporter to head an investigation of leaks to the press that prematurely revealed the FBI undercover operation into possible Congressional corruption.

Richard Blumenthal, a 34-year old U.S. Attorney for the District of Connecticut, was selected by Civiletti to direct the investigation because he is from outside Justice Department headquarters and had no association with the FBI operation known as ABSCAM.

Three news organizations credited with breaking the stories on the FBI operation were Long Island (N.Y.) *Newsday*, *New York Times* and NBC-tv.

Blumenthal worked as a reporter for the *Post* during the late 1960's and also served as an assistant to then publisher Katharine Graham.

Justice Department employees will be interviewed and some will be asked to take lie-detector tests, although they cannot be forced to take them.

In another matter, Civiletti said the Justice Department is working on guidelines to ensure that trials and pre-trial proceedings are held in public.

games editions, ad manager Moore said. She rejected one man's attempt to run a Khomeini dart board but accepted a two color ad for an Afghanistan flag with messages in several languages including Russian stating "Hands off Afghanistan."

The *Enterprise* borrowed three reporters from other Ogden papers to boost its newsroom staff to 8 including the city and sports editors and has added another sports wire.

The paper has installed new equipment in its newsroom including a Compu-graphic mini disk terminal front end system, more Compugraphic typesetters, and a UPI Unifax II facsimile receiver. Most of this equipment will remain in place when the Olympics are over.

## JWT to buy Hill & Knowlton for \$28 million

J. Walter Thompson Co., the top ranked and one of the oldest advertising agencies in the country, announced (February 11) an agreement to acquire Hill & Knowlton Inc., the nation's largest public relations firm, for an estimated \$28 million in cash and stock.

The JWT/H&K merger agreement follows closely the lead set by the 1978 acquisition of Carl Byoir & Associates by Foote, Cone & Belding Communications, the Marsteller Inc./Burson Marsteller merger with Young & Rubicam announced last year, and the more recent acquisition of Manning, Salvage and Lee by Benton and Bowles. The merger fever is widely seen in the industry as an attempt by large ad agencies to broaden both their range of services and their potential for growth.

With the acquisition, JWT will move toward holding company status. H&K will continue to operate under the umbrella organization, to be called the JWT Group. H&K will retain its present management, and its president and chief executive officer, Loet A. Velmans, will take a seat on the group's board of directors.

JWT made \$221.5 million in worldwide revenues in 1978, the most recent figures available. The agency billed some \$1.5 billion worldwide in 1978, and the 1979 figure is expected to top \$2 billion.

H&K, the top ranked independent U.S. PR firm in 1979 with a volume of nearly \$28.5 million, will retain its current management.

Among JWT's major clients are the Ford Motor Co., Kraft, the Warner Lambert Co., Burger King, the Lever Brothers Co. and the Scott Paper Co. H&K's current clients include Proctor & Gamble and General Foods.

JWT officials have said they have not yet decided the fate of JWT's own PR firm, itself ranked number 11 in the U.S.



# Maryland agency exec raps ad rate differential

By Bill Gloede

Members of the Philadelphia chapter of the Newspaper Advertising Sales Association grimaced as James T. Rice, vicepresident/media director for Richardson, Myers & Donofrio Advertising of Baltimore, called for an end to newspapers' local/national rate differential.

The statement, made at the chapter's monthly luncheon session in early February, drew spirited comment from the reps, who pointed out that if the rate differential were dropped, so too, probably, would be the reps.

Rice told the reps that his agency's requests of reps to get local rates for a particular client proved fruitless. However, when the agency contacted newspapers themselves, it was found that 75% of the papers contacted would allow a local rate. He pointed out that newspapers offer local rates to banks, but demand national rates when a service of those banks—like Master Charge or Visa services—is the subject of the advertisement.

ing.

Rice, who conceded that the luncheon offered him an "opportunity to gripe," told the reps, "You guys need to make it easier for us to buy newspaper."

He pointed to the lack of uniform ad sizing, the lack of detailed research, and the fragmented nature of the industry as the major factors which make it "very difficult" for an agency to buy newspapers. Rice said the reps could see an example of how a newspaper organization has made it easier in Metro Sunday Newspapers, which has developed uniform sizing plans and one order/one bill systems.

Rice praised the Three Sigma Research project, saying its efforts, once compiled, will allow agencies to show clients exactly what they're getting for their ad dollars, and therefore make it easier for the agency to sell the client on newspaper advertising.

In response to a question from the floor, Rice said he didn't think small newspapers would ever figure significantly

cantly into national ad schedules. He advised smaller papers which want to get onto national schedules to "holler" at the broker or the local retailer, who in turn would have a better chance at persuading the national advertiser to buy the local medium.

Rice, whose agency handles the *Baltimore Sun's* ad account, said newspapers would have strong selling points over the next decade as the population grows older and childless couples continue to grow in numbers. Both groups, he said, would have more discretionary income over the next ten years and would therefore be targeted by advertisers of luxury goods and services. In that category, he said, lie travel and investment advertising, both of which are heavy newspaper users.

Rice advised the reps to sell the strength of the medium. One point he said should be strongly emphasized in newspapers' presentations is that the medium brings instant come, whereas other media tend to have more of a cumulative effect on sales. He told the reps not to sell one medium against another, since that strategy "makes no sense" in that various media are not directly comparable, no matter what is done with figures.

## Woman ad sales rep finds cover of ad book "sexist"

The cover of the Newspaper Advertising Bureau's 1980 Advertising Planbook has created a controversy in Monterey, California.

Laura Sansom, an advertising salesperson for the *Monterey Peninsula Herald* and vicechairperson of the paper's unit of The Newspaper Guild, contends the cover of the widely distributed sales calendar is "sexist" and "repulsive" to women and has refused to distribute it to retail clients.

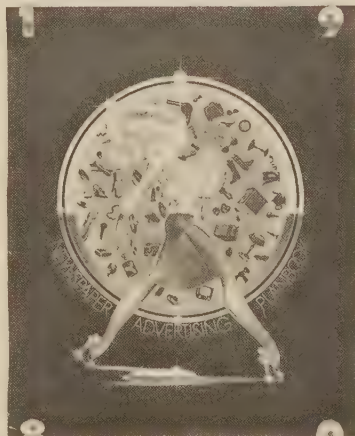
Instead, she has had veloxes made of a postcard photograph of Michelangelo's "David," and pasted them on the cover. She plans to offer the planbook with the new cover to her clients.

The cover of the Ad Bureau's planbook contains a picture of a faceless woman, striding across a circle of consumer items.

Sansom said the "electrified lady, wearing an out-of-date miniskirt, tight sweater and glass slippers, looks like a picture out of a '50's Esquire magazine—a dumb blonde secretary appealing to men."

She told *E&P* that the woman on the cover "typifies the stereotype dumb blonde—no brain, just a body."

When she was given copies to distribute to her clients, she protested to dis-



Ad Bureau cover

play ad manager Robert Campbell. She told him she "really didn't care for the cover, that it exploited women" and that she didn't want to distribute it because of this.

Campbell disagreed with her assessment of the cover, but told her she could tear off the cover or paste something over it. Sansom chose the photo of Michelangelo's nude statue of David.

"He (Campbell) found it ('David')



Alternate cover

repulsive the same way I found the other cover repulsive," Sansom said, "but he said I could distribute it."

Sansom said she hasn't distributed the planbook with either cover as yet, but has decided to offer clients a choice of the two covers.

"I think the biggest thing that bothers me is the newspaper business—which is supposed to be on top of things—took a big step backwards," Sansom said. "There was no consideration for the women's movement and what it accomplished."

(Continued on page 35)



# Unusual ad rate card has promotional value

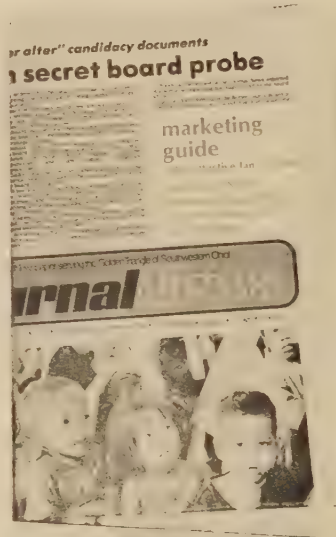
The *Hamilton (Oh.) Journal News*, a Harte-Hanks seven day daily newspaper located in southern Ohio, has announced their 1980 rate schedules to advertisers using a different approach.

The 1980 "marketing guide", as the package is called, has a 8 x 10 cover formed in a die-cut version of a folded newspaper. The data contained therein served the dual purpose of providing not only rate information but market and business information as well.

Journal News general manager, Rick Rae, explains, "the newspaper rate schedule is the one item that's common to all client presentations. It also has a life that usually lasts the full year. It only makes sense, therefore, that this information should be well laid out and presented and should contain as much sales information as possible. For papers such as ours that watch their promotional dollars closely, the release of a new rate card can be turned into a strong promotional plus if handled in the right manner.

"The new marketing guide includes some other innovative features. In addition to covering rate information on the *Journal News* and the once-weekly nonduplicated shopper, the *Journal News Green Sheet*, the marketing guide also includes rate information and maps of geographic coverage for four other Harte-Hanks publications distributing in the southern Ohio area."

The marketing guide not only includes retail rates, but also rates for classified, inserts, TV Book, etc. Journal News advertising director, Barry Merrill, comments that, "we try to make it easy for the customer to do business with us. We'd like to showcase all of the products



Rate card cover

we have to offer. There's nothing more frustrating for a client or a salesperson than to have to work with three or four different pieces of information during the course of a sales contact. Here, we present everything in one easy to follow, comprehensive package."

There are other unique points in this marketing guide. Eleven modular sizes are offered at lower rates than the regular column inch price. "Traditionally, newspaper rates have been expressed in linear terms", says general manager Rae. "The rising costs of newsprint will cause more and more publishers to examine the way in which their products are configured. Certain sizes offer

economies to the newspaper in utilization of the page and ease of dummyming. We identified eleven such sizes from one-sixty-fourth of a page to a full page and attempt to pass along the savings involved in working with these sizes to our customer, the advertiser.

"Discounts, other than modular are handled on a dollar volume basis. We believe in media mix at the *Journal News* and want our customers to utilize retail, classified, TV Book, our shopper, etc. Rather than just pay lip service to this concept and make it difficult for the advertiser by having different contract levels offering different discounts for the facets of our products, we decided to offer discounts based on the total accumulation of dollars spent in all of our product lines. A customer can earn a 6% discount for agreeing to spend \$500 with us or 15% discount for agreeing to spend \$500,000 with us, on an annual basis. Deeper discounts are offered for advertisers willing to commit to monthly programs. Advertisers providing predictable monthly volumes, such as food and discount/department stores allow a newspaper to plan production schedules on a more even basis. For this reason, we feel there are additional economies that can be passed along to our customers."

mechanical data

retail

classified

copy deadlines

classified

## Specifications

discounts  
annual dollar volume

monthly dollar volume

color frequency

multiple insertion

projections  
for the  
**80's**

- continued growth
- healthy economy
- successful businesses

© 1980 JOURNAL NEWS

*Journal News*

advertising to

**Journal**

JOURNAL NEWS  
Journal News GREEN SHEET  
TOTAL

## Market data

## Rate information



# Dayton dailies rebate \$600,000 to advertisers

Dayton Newspapers, Inc. has begun to distribute more than \$600,000 in rebates to 623 advertisers who purchased more newspaper ad linage in the last quarter of 1979 than they bought in the same quarter the year before.

"We knew that the Christmas selling season was going to be really tough . . . and we wanted to give our advertisers a break," David Easterly, president of Dayton Newspapers Inc., publisher, *Dayton Daily News* and *Journal Herald*, said.

He said that if an advertiser exceeded fourth quarter 1978 linage, he was permitted to buy additional linage at roughly half price. Since the average rate was \$16 a column inch, the advertiser could become eligible for an \$8 rebate for each additional inch he purchased.

Both display and classified advertisers qualified with checks going to grocers, large and small retailers, auto dealers, real estate agencies, churches and doctors. About 1,200 to 1,500 advertisers could have participated, he said, and more than 600 did.

"Our principle thought in devising the rebate plan was the local economic conditions were worse than the national condition," said Edward O'Neil, advertising director. "A Frigidaire plant closed leaving some 5,000 people out of work with their supplementary unemployment benefits quickly running out," he said. "The Government also closed a supply warehouse operation costing us another 600 jobs," he added.

"We spent a good deal of time trying to devise special 'sales' appeals to our

customers . . . after all, they understand sales since they spend a good deal of time 'on sale' themselves," O'Neil said.

Leo Bogart, executive vicepresident and general manager of the Newspaper Advertising Bureau, which monitors newspaper advertising, said he was unaware of any other newspaper that has instituted such rebates.

"I think it was a very aggressive marketing move. I don't think there's any question about that," Easterly said.

The rebates resulted in 78,600 additional inches of advertising equal to 388 full pages in the three months.

"Another thing that is interesting is that in October and November, for the first time in history, to my knowledge, we exceeded other larger Ohio newspapers in linage."

"Also interesting is that we held our own against the previous year and met our budget for the year, while these other Ohio newspapers experienced declines," he said.

Refunding of the \$629,364 means that advertisers spent more than \$1.2 million for additional advertising.

The program exceeded Easterly's expectations. He said he thought initially that the program might generate a quarter of a million dollars in additional advertising, and that he would have considered that successful.

The rebates have been so successful, in fact, that Dayton Newspapers has instituted a similar incentive program for the first four months of this year. Ad purchases will be measured against purchases during the first four months of 1979. This time the rebates will average \$6 an inch instead of \$8.



**AD REBATES**—David Easterly, president, Dayton Newspapers Inc., holds the checks that are being sent to advertisers who earned rebates in the last quarter. He said the rebate program may be the only one of its kind in the newspaper field.



**HURRICANE RELIEF**—Berkley-Small, Inc., recently presented \$5000 to the Hurricane Relief Fund of Spring Hill College to help meet expenses caused by Hurricane Frederic to uninsurable situations. Robert C. Hendrich, (left) president of Berkley-Small, presents the donation to the Rev. Paul S. Tipton, S. J., president of Spring Hill, located in Mobile, Alabama.



# N.Y. Times Co. and JWT offer ad/marketing database

The New York Times Co. and J. Walter Thompson put into service last week a new computerized system specializing in the on-line retrieval of information about advertising, marketing, public relations and product management.

The system is called Advertising/Marketing Intelligence and is geared to marketing executives. AMI is a storage bank for thousands of references to articles that have appeared in some 60 major newspapers, newsletters, trade and professional publications.

AMI updates the references daily and can reproduce them on a common computer terminal. A wide variety of computer terminals are compatible with the AMI system and can be linked to AMI. The communications hookup is by a telephone number provided to the subscriber by The New York Times Information Service.

Information available includes such things as reports on people, products, consumer trends, executive changes, important mergers, sales promotions and complete ad campaigns.

The database encompasses communications, food, entertainment, drugs, cosmetics and toiletries, retail services, textiles and fashions, transportation and many other subjects.

Information is retrieved from a central computer in Parsippany, N.J. and relayed to the subscriber's video or printer terminal.

J. Walter Thompson, which had ad billings of about \$1.5 billion in 1978, has identified some 80 subject areas in which advertising and marketing executives need broad information in order to make decisions. The agency will provide marketing support for AMI, while direct sales will be undertaken by the sales staff of The New York Times Information Service.

AMI was designed to complement library resources by providing immediate and comprehensive coverage of ad and marketing industry information. Two to four thousand articles a month are to be entered into AMI.

According to JWT and the Times Information Service, most ad or marketing execs can learn to use AMI in 15 to 30 minutes.

AMI will automatically retrieve the most recent 31 days of information on a given topic. In addition, information can be retrieved going back as far as August, 1979.

The information presented is a summary or abstract of each article, accompanied by the source, date of publication, page and column.

A one-year subscription fee is \$4,850,



**AD/MARKETING DATABASE**—Walter Mattson (left), president, The New York Times, and Wayne Fickinger, president and chief operating officer, J. Walter Thompson, discuss Advertising/Marketing Intelligence, the joint venture database recently made available.

which includes 30 hours of on-line usage and three hours of practice time. After that, an excess usage charge of \$95 per hour will be assessed.

A two-year subscription fee is \$8,700, including 60 hours of on-line usage and six hours practice time. Excess usage charge is \$90 per hour.

The New York Times management initiated a feasibility study toward establishing a computer-assisted production method for the New York Times Index in 1966. In 1969, the success of this resulted in a decision to proceed with a fully-computerized on-line information retrieval service.

Since its inception, the database was planned as a commercial service to offer the outside world access to The New York Times information facilities.

In 1973, the commercial service was named The Information Bank and the first subscribers were connected to the system.

By 1975, The Information Bank, a product of the New York Times Information Service, grew to provide access to data from 90 publications.

In February of 1979, at the suggestion of the late John Cox, corporate controller of JWT, the agency developed plans for a joint venture with a database producer. The joint venture's goal was to establish a database specializing in marketing and advertising information.

During the same time, the Times developed plans for a joint venture with an ad agency for the same purpose.

In March of 1979, the Times and JWT held their first planning meeting to discuss the proposed joint venture.

In May of 1979, Key Issues Tracking (KIT) was established as a cooperative venture between the New York Times and the White House.

KIT is a current affairs database, developed to help meet information management requirements of the Executive Office of the President and other government agencies.

KIT utilized new software that was less complicated and faster than that used by the Information Bank. This new software provided the technological base upon which AMI was established.

The creation of the AMI database began in August, 1979 in Parsippany, N.J., headquarters of the New York Times Information Service.

In September, a joint management team of Times and JWT was established and on February 6 of this year, a national sales staff of the New York Times Information Service began selling AMI to subscribers.

## Stauffer seeks more active stock trading

Stauffer Communications' common stock is currently being offered at \$37.00 per share, according to a Topeka, Kansas security dealer, Beecroft Cole & Co.

Joseph L. Pierce, Beecroft Cole, informed Stanley H. Stauffer on February 6 that there are 470 shares now being offered at this price.

In a memo to SCI directors, officers, and unit manager, Stauffer said the information was being provided "so that you can report to anyone interested—stockholder, employee, neither, or both—that should he wish to buy or sell SCI shares, he can probably find a market in Topeka where prices are quoted by the National Association of Security Dealers."

Beecroft Cole & Co., said Stauffer, will handle any questions about SCI's common stock. Local stock quotations are being published in Wednesday, Friday, and Sunday morning editions of the *Topeka Capital-Journal*.

## Bayliss buys stations

John Bayliss, president of Gannett Company's radio division, has formed Bayliss Broadcasting Company to acquire the KSMA am and fm stations at Santa Maria, Calif., for \$1,400,000 from James M. Hagerman and Nona M. Groom. According to the application for approval of the transaction by the FCC, Bayliss plans to resign from Gannett to manage the stations.

EDITOR & PUBLISHER for February 16, 1980



# Coupon marketing firms report upsurge in business

By Andrew Radolf

The coupon business is booming and newspapers will benefit from its growth, representatives from three newspaper coupon distribution agents told members of the New York chapter of the Newspaper Advertising Sales Association last week.

"We have sold \$50 million in net billings for our newspapers," stated Don Pratt, president of Newspaper Co-op Couponing. "We are 100% committed to newspapers by definition."

Pratt said he expects 90 billion coupons will be delivered in newspapers in 1980 and reach 90% of all households. He added that in 1979 his company ran 11.5 billion coupons which "far exceeded my expectations."

"Couponing leads other industries into newspapers," Pratt maintained. He believes there is a link between the growth of coupon ads and the growth of national advertising in newspapers.

"Since 1975 coupons in newspapers have tripled (from 30 billion to 90 billion) and national advertising has doubled," Pratt said.

He urged newspapers to do a better job of making sure that "coupons reach the homes of consumers instead of being stolen along the way," and misredeemed.

"It's up to every one of the newspapers to control misredemption or manufacturers will eliminate couponing if misredemption is aggravated," Pratt warned. "The growth of couponing in newspapers will be good unless the misredemption problem stops us."

Fred Berg, president of Sunday Comics Couponing, told NASA his company expects "\$8 million in gross billings will be returned to newspapers in 1980. We have scheduled 17 national programs for 1980 for well over 25 pages per newspaper."

In the last 13 months 185 brands have placed coupon ads in Sunday comic sections through Berg's company, he said.

"Newspapers are clearly gaining ROP advertising from more coupon use," Berg asserted. "Our clients think about buying that space in the comics on their own. A lot of our money is coming from other print budgets, like magazines and *Family Weekly*."

"We are very newspaper oriented. We have to sell newspapers before we can sell ourselves," declared Robert Hemm, president of John Blair Marketing's newspaper insert division. "Our growth is all in newspapers as far as we can see. There's no substitute for the Sunday

paper especially if it reaches heavily in the suburban areas."

Hemm said his company, which has grown "500% since 1976," runs 21 inserts with an average of 8 pages per year and a 30.5 million circulation.

"We have run as many as 16 pages of couponing," he reported. "We see the growth continuing."

Hemm said the misredemption for coupons run in his company's inserts is "5% as opposed to 17% for ROP. We work with manufacturers to pinpoint misredemption. It's (misredemption) a cost of doing business."

## Porno movie ad refusal upheld

The *Los Angeles Times* is not liable for refusing to publish advertisements for sexually explicit films if there is no contractual obligations, the California Court of Appeals has ruled.

The suit was filed by the Adult Movie Association against the Times after the newspaper refused the advertising.

In a unanimous decision, the Appellate Court said it did not matter whether the Times previously had published ads for the plaintiffs as long as there is no contractual obligation. Under the ruling, the Times does not have to continue to publish the advertisements.

In upholding the trial court's decision, the appellate court cited the following language from the lower court's ruling:

"No breach of any contractual obligation is pleaded, and the precise nature of any tort sought to be pleaded was not clearly identified. It appears to be the theory that a tortious interference with the economic expectations of plaintiffs results from the failure of the Times to continue its business relationships with the plaintiff, knowing or intending that the result will be reduced attendance at theatres.

"No authority is cited for he proposition that any person engaged in a business relationship with another absent a contractual obligation, a statutory duty, or a duty granted in public policy, is obligated to continue such relationship even with the knowledge that such termination will of certainty result in economic injury to the other."

## Weekly acquired

*Littleton (N.H.) Courier*, owned by Douglas Garfield and John S. Prescott, who is an executive vicepresident of operations for Whitney Communications Corp. in New York, have acquired the *Hanover (N.H.) Gazette*.

## ABA's young lawyers support lawyer ads

The American Bar Association's Young Lawyer Division announced its support of lawyer advertising at the ABA's annual midyear meeting in Chicago recently.

Roger P. Brosnahan, chairman, ABA Commission on Advertising, told the ABA that the legal profession should not oppose legal advertising on the grounds that it is not justified or not provided for in the Constitution; rather that the legal profession should view it as an obligation to the public. Brosnahan said the profession should not regard advertising adversely and anticipate the "evils" involved, but should work to reduce the barriers which will enhance the delivery of legal services to the public.

He estimated that between 50 and 70% of all Americans have unmet legal needs and that with increased exposure as to the range and availability of legal services, the "public will be better served and the profession put in a leadership role."

Currently the ABA Commission on Advertising estimates that forty states have policies which permit print advertising, mostly in newspapers of general circulation. Illinois and Texas were not listed in the listing; Texas has suspended rules relating to advertising to the extent that the rules conflict with *Bates v. State Bar of Arizona*.

## ABC to relocate to Chicago suburb

After nearly 30 years at 123 North Wacker Drive in Chicago, ABC management was informed early last year that new requirements of the building's owner precluded renewal of the Audit Bureau's lease.

Options of buying a building, leasing a building, or building a facility to ABC's needs were thoroughly explored.

The Board approved the acquisition of three and one third acres at 900 North Meacham Road in the northwest Chicago suburb of Schaumburg, a few miles west of O'Hare International Airport. Occupancy is expected this summer.

## Rafshoon chosen

Rafshoon Advertising, Inc., was chosen as agency for First Lady Scotch, a premium Scotch blended and bottled in Scotland. First Lady has been produced and packaged to appeal particularly to women, and is imported by Roberts Imports, Inc., Coral Springs, Florida. It is the first Scotch in the liquor industry ever targeted to this market segment. Rafshoon will be handling the national advertising, with a major market roll-out scheduled for 1980 in Florida, Georgia, Washington, D.C., Texas, Maryland, and California.



# Book provides tips on ad frequency

In response to a poll of advertisers' priorities, the Association of National Advertisers has published a book on Effective Frequency: The Relationship Between Frequency and Advertising Effectiveness, written by Michael J. Naples, director of marketing research, Lever Brothers Company.

The poll which led to the development of the book was conducted among the 27 members of the A.N.A. Media Policy Committee. Asked to identify the top priority issues in media, the group's answer was "Effective Frequency," by twice the number of respondents as the next leading issue (audience measurements).

Given this clear indication of need, the Committee asked aid of the A.N.A. Research Policy Committee in developing information to help advertisers cope with the effective frequency question. This book is the answer.

Tracing the published and unpublished work done in this field, from the initial work on repetition and remembrance done by Ebbinghaus in 1885, through current studies involving different media schedules and types of products, Naples has produced a "state of the art" analysis.

In his foreword to the book, Dr. Herbert Krugman, director of public opinion research at General Electric Company, who is chairman of the A.N.A. Research Policy Committee, writes "The need for a current review of what is known about frequency springs in part from an escalation of media costs in recent years . . . and the increased concern among advertisers not to spend more than is necessary and/or sufficient."

Copies of the 140-page book are available from the Association at \$15.00, with lower rates for A.N.A. members, schools, libraries and quantity purchases.

Among the conclusions drawn by the ANA study are:

- There are general principles with respect to frequency of exposure and its relationship to advertising effectiveness. However, differential effects by product or brand are equally important. While general principles are helpful, each brand is unique and should experiment to determine its own optimal frequency level.

- A single exposure of an advertisement to a target group consumer within a purchase cycle has little or no effect.

- Since one exposure is ineffective, the central goal of productive media planning should be to place emphasis on enhancing the frequency rather than reach.

- It is often difficult to distinguish be-

tween advertising responses at the two- and three exposure levels. Two exposures begin to represent an effective level within a purchase cycle.

- Increasing frequency beyond three exposures during a four- to eight-week period continues to build advertising effectiveness, but at a slower rate.

- The frequency-of-exposure data from this review strongly suggests that frequency alone does not appear to cause wearout.

- Well-known brands and/or those with dominant market shares and dominant shares of category advertising weight appear to differ markedly in response to frequency of exposure from smaller or average brands. In general, the smaller brands will benefit by frequency of exposure while the dominant brands may or may not, depending on how close to advertising saturation levels they are.

- Perhaps as a result of the differing exposure environments of television dayparts, frequency of exposure has a differential effect on advertising response by daypart.

- Nothing we have seen suggests that frequency-response principles of generalizations vary by medium.

## Newsweek's Kroll wins critic prize of \$7,500

Jack Kroll, *Newsweek* magazine drama and film critic, has won the richest prize in journalism competition—the George Jean Nathan Award. Manufacturers Hanover Trust, which administers the award, increased the prize for 1979 from \$5,000 to \$7,500. In addition, Kroll received a sterling silver medallion set in walnut at the presentation February 6 in New York.

The selection committee cited Kroll for nine reviews and an essay which were typical of his courage "to insist upon the strengths of a play that has been ignored or panned by other reviewers."

## Family-owned co. buys 2 newspapers

Gazette Printing Co. of Janesville, Wisconsin has acquired the *Ironwood* (Mich.) *Globe*, an evening daily, and a weekly, *Marinette Eagle-Star*.

The Noyes family, principal owner of the newspapers, have run the *Eagle-Star* since its founding in 1871, and the *Globe* since 1919.

The Bliss family has published the *Janesville Gazette* since 1883. The *Gazette* Printing Co. also owns radio stations.

We may work in the same building But we're surely not owned by the same company... Read The Miami News—The Other Voice in Miami



**JUST GOOD NEIGHBORS**—The *Miami News*, a Cox newspaper, which publishes from the plant of the *Miami Herald*, Knight-Ridder flagship paper, promotes itself as "the other voice" in Miami. Meanwhile, the *Herald* runs tv ads telling how its staffers roam the world on major stories—"the only Florida newspaper to cover" such and such event.

## Times Mirror papers record ad gains

Advertising revenues for Times Mirror's Newspaper Publishing group for the thirteenth accounting period, December 3 through December 31, 1979, were up 32.5% to \$48,966,000 from \$36,954,000 for the same period in 1978.

The thirteenth accounting period of 1979 had one more day, a Monday, than the same period in 1978.

Advertising revenues for the thirteenth accounting period of 1979 reflect the addition of the *Hartford Courant*. Excluding the *Hartford Courant*, advertising revenues for Times Mirror's Newspaper Publishing group on a comparable basis would have shown a 21.0% increase. The other papers are *Los Angeles Times*, *Dallas Times Herald*, *Newsday*, *Stamford Advocate*, *Greenwich Time* and *Daily Pilot*.

For the 13 accounting periods, January 1 through December 31, 1979, total advertising revenues for the group were \$579,175,000 compared with \$496,455,000 for the year 1978, an increase of 16.7%. Excluding the *Hartford Courant*, the increase was 13.3%.

## Accused knifer is 15

The stabbing of Miami newspaper lawyer Dan Paul in his home January 9 will be handled as a Juvenile Court case, officials have disclosed, because the accused is 15 years old. The youth gave his name as Bradley Scott when he was arrested. He has been identified as Bradley Schlegel, a runaway from Maryland, police said.



# Progress reports made at production meeting

By Celeste Huenergard

More than 800 newspaper production experts checked into the Detroit Plaza Hotel (January 27) for a three-day briefing on where their industry might be headed during the 1980's.

The most popular adjectives during the 35th annual Great Lakes Newspaper Production Conference appeared to be "better" and "faster" as newspaper executives and equipment vendors took the podium and used them throughout their predictions.

A lengthy session on complete electronic pagination included hypothetical wrap-ups from a half dozen manufacturers on what such a system should provide. But few of them were able to abandon the conditional tense to offer an exact date when the item might be included in their company catalogues.

As one production manager said afterwards, "They're telling us the same stuff they did last year. Lots of blue skies but nothing to show us."

The only step-by-step progress report came from Roger Adams, assistant to the editor of the *Minneapolis Star*, whose parent company the *Minneapolis Star* and *Tribune*, is currently testing an electronic layout terminal which it created itself. (E&P, Jan. 12).

Robert C. Nelson, vicepresident of the newspaper division of the *Detroit News*, warned his listeners that the current decade is threatened with "almost two unsurmountable problems": newsprint's escalating price tag and traditional delivery methods.

"After being in this business for over 106 years, we have achieved the dubious distinction of reaching the point where newsprint costs have become the single largest expense item at the *Detroit News*," Nelson said. "For the first 106 years labor had this unique distinction."

When rising costs are coupled with a declining youth carrier force, the challenge of the teletext becomes a viable alternative, Nelson added, one newspapers should take a closer look at.

"We . . . are in an information gathering and distribution business. We spend countless numbers of hours, huge sums of dollars and utilize a tremendous amount of talented people to gather, manipulate, massage and then disseminate information from the newspaper. We would be foolish not to utilize these basic resources and use them to our best advantage," he declared.

One of those advantages would be to prepare the information newspapers publish daily for distribution through an electronic system.

"We . . . have the technical components and know-how to do it. What we lack at present is the knowledge of how to market it and most of all, how to be paid for it so that it becomes another source of capital funds and profit."

Nelson then suggested that newspapers explore the idea of teletext with telephone and cable companies, television stations and other private entrepreneurs who are already emerged in the research. "After all, we have a well developed product to sell: news. They have the capabilities to deliver it."

Electronic dissemination methods will not be flawless, however, especially for newspapers accustomed to First Amendment protections.

Indicating that the new medium will be regulated by the Federal Communications Commission and "God knows how many as yet unborn and untitled agencies," Nelson also stressed it will require greater newspaper personnel capabilities.

"Not only is this going to require greater technical skills both in electronics and communications, but more importantly we are going to have to improve the supervisory skills of our managers."

Another plug for teletext came from Norman Stein, electronic systems director of Dayton newspapers.

"The time has come to determine how we can distribute our newsroom data base," he told his listeners. "Home computers now total 500,000 and are the fastest growing hobby in America."

Stein concluded his remarks with a demonstration of United Press International's News Share system, a venture with Telecomputing Corporation of America of McLean, Va. For just an initial hookup charge of \$100 and a moderate hourly fee, most home computers can tap into UPI's complete data bank.

David Lawrence Jr., executive editor of the *Detroit Free Press*, also directed some of his attention to electronic home delivery, citing his paper's parent company Knight-Ridder Newspapers and its current experiment with Viewtron.

But the editor seemed more concerned with the present. And he ticked off a list of things newspapers will have to do better during the 80's to woo readers and keep them:

—They should be more complete and concise to compete for the leisure time of readers in a nation that currently boasts 986 television stations, 8,485 radio stations, numerous cable and subscription outlets, 9,719 magazines, 5,000 weeklies and 1,760 dailies. They will have to realize that people who care so much

about their leisure time aren't willing to "work" to read.

—They will have to aggressively pursue audiences in this age of market segmentation by providing more expertise and specialities. Popular magazines are a good reflection of this trend, with titles that range from *Media People* to a new entry called *Big Beautiful Women*.

—They should be printed better, include more legible type, cleaner illustrations, fewer mistakes and more color. Newspaper staffs should also develop a greater sense of teamwork. Every new Free Press reporter or editor spends one early morning accompanying a district manager on his delivery run.

Dedicating his whole talk to circulation trends, *Detroit News* circulation director Paul Rothenburg called carrier recruitment and retention the single biggest problem colleagues face today.

"The days of finding newspaper carriers who have been on their routes for four years is a rare thing," he said.

Rothenburg reported that some district managers claim a carrier turnover rate of 300% a year. "Could you operate your business if you had a 300% turnover rate?" he asked his audience.

The present decade also will command higher pricing, more zoned editions and total market coverage programs, more papers switching to all day publishing, and a concentrated marketing effort to boost declining penetration figures.

For those dailies considering electronic conversion, David Hard of Booth Newspapers offered some training tips.

Booth recently decentralized its Ann Arbor plant and installed an Atex news editing and classified system.

"Atex offered a week of training for each sector," Hard explained. "We didn't feel it was enough."

His advice on teaching employees how to use new equipment included: choose a classroom situation rather than on the job training which could lead to chaos; schedule sessions so that they do not exceed two hours; include more practice time than theory; and follow two days of teaching with a day of review.

Meanwhile, two floors down in another ballroom 250 vendors pitched their companies' latest entries.

Compugraphic introduced its 8600 digitized CRT typesetter while across the aisle Autologic unveiled its entry into the same field with the APS-5. Mergenthaler's Linoscreen composer made its debut—one prefaced by at least a dozen orders since December, according to a spokesman.

Les Curtis, manning a booth for 3-M, reported his company's non-silver pyrofax platemaking system has become an unexpected best seller. The system originally was designed to save on labor. "We never thought the cost of silver would be a problem."



# Production computer weds administrative computer

The Greenville (S.C.) News-Piedmont Company, a division of Multimedia, Inc., decided in late third quarter, 1978 to look into the aspect of having its production or typographical computer be able to interact and swap information with its administrative computer.

An investigation was undertaken by Bob Huff, the *Greenville News-Piedmont* controller, and Bill McCoy, Multimedia systems manager. Several other newspapers in this country who were or were attempting to do exactly what the Greenville News-Piedmont Company wanted were contacted and visited by Huff and McCoy.

The Greenville News-Piedmont Company employs the Harris 2500 System driven by Digital Equipment Corporation PDP computers for its typographical and editorial type work. On the other hand, for administrative purposes, the News-Piedmont utilizes an IBM System 3 Model 15D.

Company management had asked the question from the beginning concerning the utilization of basic data which is captured by classified advertising during the process of inputting ads into the Harris System. It was discovered during the investigative process that there are and were many approaches by different newspapers to the same problem ranging all the way from a communication tie-in between the two main computers to proposals by vendors that magnetic tape be added to the typographical computer to swap information.

The objectives defined by Huff and McCoy in their initial look-see were economy and reliability in the system which they would choose. Sizeable amounts of high-priced chemically treated printout paper were being consumed in the classified advertising department for various reports from the typographical system. It was contemplated that if this expensive type chemical paper could be in large part replaced by simple computer stock paper, a large dollar justification would exist for a solution to the problem.

McCoy proposed the problem to the IBM Corporation and asked for their advice on which IBM computer could best perform in the above environment. The IBM Series 1 Mini Computer was suggested as a possible solution. The Series 1 is a relatively newcomer to IBM's line of computers. It has the capability of interacting and passing information between unlike devices.

Since the Harris System has an entirely different data code structure from the administrative IBM system, the Series 1 seemed a natural in this envi-

ronment. The system was ordered from IBM in late 1978. A group of contracting programmers, Data Aid, Inc. of Montgomery, Ala., was already planning code for another Multimedia location, the *Montgomery Advertiser-Journal*.

McCoy and Huff talked with Data Aid about the project. Data Aid looked over the specifications for such a system and decided that it was feasible to have a Harris system pass information to the Series 1 which in turn would pass information to the IBM System 3, such information as billing data or classified ads.

In discussion with Data Aid, the project was enlarged to include on-line credit checking for transient classified ads. Also, the tremendous number of reports coming from the Harris System would be printed on the economical printer of the Series 1, thereby eliminating the cost of chemically treated paper.

The Series 1 was delivered in December 1978. The configuration consisted of a 48K processor with 13,000,000 characters of fixed disc storage. Also included was a flexible disc drive and one VDT unit. Attached was a line printer.

The total configuration of this machine cost \$25,000. The News-Piedmont Company began working with Data Aid in the latter part of December to accomplish the programming project. The attachment between the Harris System and the Series 1 was made through a printerport on the Harris System operating at 9600 B.P.S.

A program was written by Data Aid to receive this information from Harris, translate it into the IBM code structure, and to print on the Series 1 Printer. The programming protocol within the Series 1 is referred to as Event Driven Executive.

After much testing, the programs were ready to go operational in the latter part of January. This system has been called successful at meeting its original objectives. It is currently operable at both the Greenville News-Piedmont Company working with the Harris Front End System and at the Montgomery Advertiser-Journal working with the Dymo Front End System.

At the Greenville News-Piedmont where the reporting cycle during the classified dump previously was consuming around three hours, the cycle now has been reduced to approximately one hour with tremendous savings in chemical paper. Also, the function at the Greenville News-Piedmont Company of credit checking for small transient ads has been completely assumed by the Series 1 during the operating classified day.

The credit checking data base is passed to the Series 1 utilizing the flexible disc which is common between the administrative computer and the Series 1. Also, billing data for all classified ads are passed to the company's billing computer utilizing this same flexible disc.

The system has received support from the IBM Corporation and has virtually operated in a maintenance-free environment. The system is started at the beginning of the day in the morning and operates all day until after the composing room finishes its cycles in the evening.

For more information concerning this system, contact Bill McCoy at Multimedia, Inc., P.O. Box 1688, Greenville S.C. 29602, phone (803) 298-4232.

## AP to transmit Reuter general news in U.S.A.

Reuters has reached agreement with the Associated Press to deliver The Reuter News Report via AP's high-speed DataFeature circuit.

The Reuter News Report is Reuters general news wire for North American newspaper and broadcast subscribers. DataFeature is the AP's 1200 word per minute delivery system for non-AP material.

"We believe that making The Reuter News Report available through the DataFeature wire will further enhance its value to American newspapers," said Michael Blair, Reuters manager of media services.

"After the two U.S.-based agencies were expelled from Iran, leaving Reuters as the only Western English-language agency in Tehran, we have received many requests for immediate installation of our service. With the advent of delivery via DataFeature, this is now possible."

The Reuter News Report is a 24-hour, 7-day-a-week general news wire edited in New York for North American subscribers to Reuters. It carries both national and world news, as well as business and financial news stories from Reuters' extensive Business Information Services, Blair said.

## Beiser joins news research service

Mel Beiser has joined Mead Data Central, operators of NEXIS electronic news research service, as manager, business information services.

NEXIS is an on-line, full-text electronic library of general information from major publications marketed to people in the media, law, business and government.

Beiser was formerly managing editor of Reuters North America in New York.

EDITOR & PUBLISHER for February 16, 1980





## If you're a stickler about stackers, join the newspapers that use Sta-Hi.

A lot of prominent newspapers are using our Sta-Hi counter-stackers: *The Chicago Tribune*, *The Chicago Sun-Times*, *The San Francisco Chronicle*, *The San Francisco Examiner*, *The Arizona Republic* and *The Phoenix Gazette*. *The Boston Herald American*, *The Bangor (Me.) News*, *The Waterbury (Conn.) Republican American*. Plus many more.

Since 1964, when Sta-Hi introduced the first truly portable, high-speed counter-stacker, more than 500 various models have carried the Sta-Hi name to all parts of the world.

Our latest versions, the 257B and 257S, outshine their competition in three significant areas. High bulk

### We read you. We're Rockwell-Goss.

rate: Our equipment can handle high-speed press runs at lower cycle speeds by forming larger batches. This high throughput capability is where we shine brightest. Short cycle time: Sta-Hi has the only true 1-second cycle stackers in the U.S. Bundle stability: Our equipment produces far and away the neatest looking bundles.

Our Sta-Hi stackers have hinged and removable side panels that make maintenance easy. And it doesn't matter what brand of press and mailroom equipment you have. (Correction: it does matter that you don't

have our presses and other mailroom equipment — but not from a Sta-Hi compatibility point of view.)

Sta-Hi equipment comes with our strong parts and service backing plus the reliability you've come to expect from Rockwell-Goss. For more information, contact us at Graphic Systems Division, Sta-Hi Marketing, Rockwell International, 3100 South Central Avenue, Chicago, IL 60650. Phone: 312/656-8600.



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# Bundles routed automatically

San Jose (Calif.) Mercury-News has signed an order with EDS-IDAB for a News-Sort "Tilt-Tray" bundle distribution system coupled with a production monitoring capability to be installed mid-1980 in an expanded facility of the San Jose Newspaper.

The News-Sort system utilizes an endless train of trays attached to cast aluminum carriages supported on six resilient wheels "captured" within a formed steel channel. Newspaper bundles will be loaded onto the moving trays from ultimately 13 tying lines (10 initially) for delivery to 20 truck positions (14 initially), selectively.

Two similar computer systems will be supplied. One system will control bundle distribution, the other will monitor newspaper production, the latter able to backup the distribution control.

Circulation requirements will be supplied via magnetic tape for loading into the distribution control. Video terminals located in the mailroom office and at the truck dispatcher's position will be used to assign trucks to dock positions, provide initial and on-going control of the operation and permit display and printout of the day's operation.

Additionally, each truck position will include a digital display device through which the truckdriver first identifies himself to the control system and is then advised when his load is to begin plus the type and quantity of products scheduled for his truck.

Certain tying lines will be supplied with a video display advising local line personnel the size of key bundles required for a specific truck. Once made up, the bundle is introduced to the tray system and automatically off-loaded at the appropriate truck.

A number of bypass and backup provisions have been designed into the system: in addition to the two-computer

control configurations, each extendable truckloader must have its belt moving in order for that position to receive its assigned load. Bundles not delivered to its intended truck can then either be recirculated or exited within the mailroom to a holding position for later introduction into the system. Each tying line can bypass the News-Sort system, whether it is operating or not, to permit direct delivery of high density loads to the trucks using auxiliary belt conveyors. A UPS (Uninterruptible Power Supply) is included to handle power supply transients and to permit orderly shutdown of the control should power be lost altogether.

To handle a planned future expansion of the production facility, the News-Sort routing has been so configured to permit a doubling of bundle rate through two-level operation of the same tray system.

Production monitoring equipment will permit accurate and instantaneous totaling of saleable newspapers delivered to the mailroom. Timely press shutdown signals, even on multi-press editions, will eliminate both over and under production of the edition. Printout of production data will include time on and off edition, press stop times and reasons, average production rates, and production totals.

## Rinehart to relocate to ANPA in Reston

William D. Rinehart, vicepresident/technical, has been transferred to the Reston, Va. headquarters of American Newspaper Publishers Association.

Rinehart has supervised the ANPA's Research Institute in Easton, Pa. where he maintained his office.

The relocation decision was made by the ANPA board of directors. ANPA chairman Allen H. Neuhaarth, said Rinehart will be in a better position to oversee establishment of the new Telecommunications Department that will be located in Reston.

Neuhaarth said Rinehart will continue to supervise ANPA/RI operations in Easton from Reston.

## Convert to AM

McMinnville (Tenn.) Southern Standard and the Warren County News have converted from late afternoon to early morning publications, reports publisher C.F. McClughan. The Southern Standards is published Monday, Wednesday and Friday. The News is printed weekly on Tuesday.

## delete character

Good morning, user, log in please  
Enter password, load editpage keys  
Now pick a desk; OWIRE\$ is nice.  
Do you think the world will end in fire or ice?

Wait for the ready; not so fast  
Directory scroll? Glad you asked.  
Searching . . . searching . . . Oh, what fun!  
But you have miles to travel before your function's done.

Name it, route it, call it up again.  
Pick up, put down, stick it in a bin.  
Scroll up, scroll down, control your f;  
Now jh execute, but don't hold your breath.

Control I, control I, slash sp;  
It won't be long now, just a minute or three.  
Drat! I've been zapped! It's the way that you sit!  
Your static electricity turned my text to Sanskrit.

Your chair brushed my leg! The system is shocked!  
QIO ERROR! KEYBOARD LOCKED!  
Now sign off, reboot. Do it twice.  
NO DBM SERVICING THIS DEVICE!

And so, gentle user, when your patience wears thin,  
And it seems that your terminal's made of paper and tin,  
Or you're in your seventh take and the system goes crash,  
Here's a small electric baseball bat to give it a bash.

READING—Fred Brown, editorial writer for Denver Post, composed this poem. The occasion: presentation of a toy baseball bat to William Hosokawa, editor of the Post's editorial pages, upon his 65th birthday, January 30. The poem, according to Lee Olson, who sent it to E&P for publication, also expressed the frustrations of editorial page staffers in adapting to video tube composition and editing. The Post went over about a year ago.

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# If polio ever makes a comeback, we can all take some of the blame.

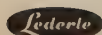
Right now, millions of our kids are not immunized against childhood's most dreaded diseases. Example: 19 million kids are at risk of becoming polio cripples.

**What happened?** In 1962, the biggest news in health care was the development of the Sabin oral vaccine for each of three poliovirus strains. In most of the world it replaced Salk vaccine, the first polio preventative (administered by injection). In 1963, after investing 16 years in polio research, Lederle Laboratories made mass immunization simple and practical by combining all three Sabin vaccines into a single oral vaccine. Soon, polio was on its way out.

Unfortunately, once the disease was under control, people stopped worrying about it — the general public, the press, the medical profession. We *all* relaxed our vigilance. So now we have work to do.

Let's work together. The drug industry has the vaccines. Physicians are ready to use them. But public health has always been a job for the community as a whole. No profession has shown more effectiveness in mobilizing community action than the news media — in the past, and right now.

(For more information on pharmaceutical research, write for our booklet "Response to Human Health Needs.")



LEDERLE LABORATORIES, A Division of American Cyanamid Co., Pearl River, New York 10965

# Change to LIFO reduces profits for Times Mirror

The Times Mirror Company reported its profits for the fourth quarter of 1979 dropped to \$37.1 million, \$1.09 a share, from \$47.8 million, \$1.40 a share, in the fourth quarter of 1978, a decline of more than \$10 million.

The company attributed its fourth quarter decline to a charge of \$2.4 million, 7¢ a share, to a change to LIFO (Last-in, First-out) accounting procedure. LIFO was applied to the company's accounting procedure for the cost of logs in its forest products division.

Times Mirror had an extraordinary gain of 50¢ a share, \$26 million pretax, from the sale of timber properties in the fourth quarter of 1978.

"Those two things distort what was otherwise an improvement in our operating profits," commented Dow Carpenter, vicepresident-finance. "Our operating profit for the fourth quarter of 1979 is \$69.8 million. Compare that to the fourth quarter of 1978's operating profit of \$58.7 million, and you'll see the fourth quarter has treated us pretty well."

Times Mirror's overall profits for the entire year in 1979 were \$146.5 million, \$4.31 per share, a gain of \$4.1 million over 1978's overall profit of \$142.4 million, \$4.13 per share.

The company's fourth quarter revenues in 1979 were \$444.2 million versus \$362.9 million in revenues for the fourth quarter of 1978. Revenues for the year were \$1.65 billion in 1979 compared to \$1.43 billion in 1978.

Total advertising revenues for the Times Mirror Newspaper group were \$579 million in 1979, a 16.7% increase over 1978's ad revenues of \$496 million.

Three of the Times Mirror newspapers, the *Los Angeles Times*, *Newsday*, and the *Dallas Times-Herald*, have been using LIFO accounting for newsprint costs for several years.

"LIFO more accurately speaks to our current costs," stated Times Mirror's controller, Harvey Gutter. "The main advantage is an acceleration of cash flow because we're using our most recent costs as items to deduct. We're also matching more current costs with current income on our financial statement."

The Washington Post Co.'s change in its accounting procedures for selling magazine subscriptions caused the company's profits for 1979 to drop to \$29.5 million, \$1.89 per share, from \$49.7 million, \$3.06 per share, in 1978.

The Post's profits for the fourth quarter in 1979 fell to \$14.7 million, 98¢ a share, from \$15.97 million in the fourth quarter of 1978.

The accounting change produced a \$13.5 million, 86¢ a share, write off and

decreased 1979 profits by \$4.5 million, 29¢ a share.

For the fourth quarter of 1979, the accounting change reduced earnings by \$800,000.

The repurchase of 1.7 million shares of the company's stock also affected 1979's income per share.

The Post Co.'s 1979 revenues rose to \$593.3 million from 1978's revenues of \$520.4 million. Fourth quarter revenues in 1979 were \$173.2 million compared to \$149.3 million in the fourth quarter of 1978.

Revenues for the Post Co's newspapers division increased 13%, \$30.6 million, in 1979 to reach \$272 million, but operating income for the newspaper division in 1979 fell \$2.4 million, 6%, to \$35.4 million.

Advertising lineage for 1979 increased 4.5% at the Washington Post and 8.5% at the *Everett* (Wash.) *Herald*, but declined 2.7% at the *Trenton* (N.J.) *Times*.

Gannett Company topped \$1 billion in revenues in 1979. Net income for the year rose to \$143 million, \$4.01 per share, from \$112 million, \$3.19 per share, in 1978. Gannett's 1979 income includes \$9.2 million, 26¢ a share, from sale of WHEC-TV in the second quarter.

Gannett's fourth quarter revenues were \$295.8 million in 1979 compared to \$285 million in the fourth quarter of 1978. Fourth quarter 1979 income was \$41.6 million, \$1.16 a share, versus \$35.2 million, 99¢ a share, in the fourth quarter of 1978.

Panax Corporation announced a quarterly dividend of 2¢ a share will be paid on March 3, 1980 to shareholders of record as of February 15, 1980.

Knight-Ridder Newspapers reported 1979's revenues were \$979.9 million, up from \$878 million in 1978. KNR's 1979 income reached \$88.4 million, \$2.69 a share up from \$76.76 million, \$2.34 a share, in 1978.

Knight-Ridder's fourth quarter revenues were \$276 million in 1979 compared to \$242.8 million in 1978's fourth quarter. Net income for the fourth quarter in 1979 was \$24.5 million, 75¢ per share, versus \$23 million, 70¢ a share, in the fourth quarter of 1978.

Capital Cities Communications' net revenues and earnings for the full year and fourth quarter of 1979 reached record levels, according to Thomas S. Murphy, chairman.

Consolidated net income for the year ended December 31, 1979, amounted to \$63,758,000 an increase of 18% from the \$54,033,000 reported in 1978. Earnings per share for 1979 were \$4.68, a 23% gain over the prior year. Net income for the

fourth quarter of 1979 was \$18,636,000 a 26% increase over the same period of 1978, with earnings per share increasing 31% to \$1.39.

Net revenues for both the full year and fourth quarter of 1979 were up 13% over the prior year, with the broadcasting and publishing divisions showing similar gains over 1978. Operating income for 1979 was up 10% to \$125,653,000. Fourth quarter 1979 operating income was \$36,586,000, a 24% gain over comparable quarter of 1978. Television and daily newspaper operations contributed the largest gains for both full year and fourth quarter of 1979.

## TIMES MIRROR (N)

Qtr. to Dec. 31	1979	1978
Revenues	\$444,200,000	\$362,900,000
Net income	637,100,000	47,800,000
Share earnings	1.09	1.40
Year revs.	1,650,000,000	1,430,000,000
Net income	146,500,000	142,400,000
Share earnings	4.31	4.13

b—After \$2.4 million, or 7 cents a share, reduction due to a change to LIFO accounting.

c—Including 50 cents a share gain on the sale of assets.

## HARTE-HANKS COMMUN. (N)

Qtr. to Dec. 31	1979	1978
Revenues	\$ 70,700,000	\$ 55,300,000
Net income	6,400,000	5,100,000
Share earnings	69¢	56¢
Year revenues	243,000,000	184,600,000
Net income	19,200,000	15,700,000
Share earnings	2.07	1.73

## WASHINGTON POST (A)

Qtr. to Dec 31	1979	1978
Revenues	\$173,235,000	\$149,334,000
Net income	614,691,000	15,969,000
Share earnings	98¢	99¢
Shares outst.	15,609,000	16,232,000
Year revenues	593,262,000	520,398,000
Net income	629,468,000	49,720,000
Share earnings	1.89	3.06

b—After charges of \$823,000 or 5 cents a share, for the quarter and \$13,531,000, or 86 cents a share, for the year representing the cumulative effect on an accounting change on years prior to 1979.

## MEDIA GENERAL (A)

Qtr. to Dec. 31	1979	1978
Revenues	77,800,000	66,800,000
Net income	7,500,000	5,800,000
Share earnings	1.01	77¢
Year revs	280,600,000	243,700,000
Net income	25,400,000	18,000,000
Share earnings	3.42	2.40

## GANNETT (N)

Qtr. to Dec. 30	1979	1978
Op. revenues	\$295,793,000	\$283,054,000
Net income	41,566,000	35,188,000
Share earnings	1.16	99¢
Year op. revs.	1,065,244,000	979,464,000
Net income	6143,281,000	112,413,000
Share earnings	4.01	3.19

b—Including \$9.2 million, or 26 cents a share, gain arising mainly from sale of WHEC-TV in the 1979 second quarter.

(Continued on page 24)

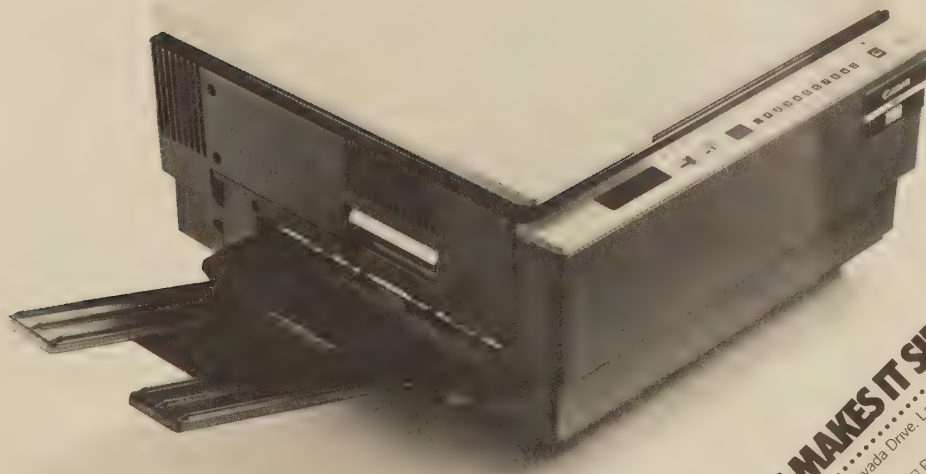


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EP0217

# Details of murder case kept secret for a year

By M.L. Stein

The details of one of the most cold blooded murders in California history came to light recently and with it the revelation that the crime triggered a gag order that was in effect for more than a year.

The slaying of a 22-year-old deaf black man also raised an outcry from the black community of Chico when it was learned that the trio involved in the murder were allowed to plead guilty to escape the death penalty. The facts of the slaying and the plea bargaining were revealed only after the gag order was lifted January 30.

Jimmy Lee Campbell was shot to death on the night of January 13, 1979, as he was walking home from a roller skating rink in Chico, a small town in Northern California's Butte County.

Arrested in the murder were James McCarter, 19; Marvin Noor, 18, and Noor's girlfriend, Dani Lee Shope, 22. Police said the 3 had gone hunting for deer in the woods. Failing to find any, they next looked for a cow to shoot. When no cows turned up, the 3 drove into Chico and began searching for a "nigger" to kill, according to Shope's confession.

Shope told police that McCarter fired a rifle at Campbell from the car, hitting

him with the first shot. Noor later fired at 3 black men and a black woman as the 3, high on drugs and liquor, drove around Chico's black section. The men were not hit and the woman suffered only powder burns and minor injuries when she fell.

Two days after the suspects were arraigned and formally charged with murder, Chico Municipal Judge Ann Rutherford imposed a gag order in the case that was upheld through Superior Court proceedings. It was lifted by Superior Judge Jean Morony after the 3 pleaded guilty. Only then were the details of the crime released.

The disclosures shocked the community and drew strong protests from black groups, including the National Association for the Advancement of Colored People. State Attorney General's office has launched an investigation into the plea bargaining and the gag order.

Local media protested the gag ruling but took no legal action to overturn it.

"Gag orders are common up here," Milan Murray, managing editor of the *Chico Enterprise-Record* told EDITOR & PUBLISHER. "There's been a gag order in every murder case around here for the last 4 or 5 years."

Dan Adams, news director of KHSL-TV in Chico, added, "there are so many gag orders in a small place like this that

its gotten to be something the local media lives with."

Dani Lee Shope pleaded guilty to 2nd degree murder and agreed to turn State's evidence. She received 15 years. Noor and McCarter pleaded guilty to 1st degree murder and will be sentenced February 27. Because of a plea deal with the District Attorney, neither can receive the death penalty.

California Assembly Speaker Leo T. McCarthy, in a letter to state Attorney General George Deukmejian, questioned the plea bargaining and "the propriety of conducting the trial in complete secrecy for more than a year." Deukmejian called for a report on the entire case.

## Ky. judge upholds reporter's refusal to identify sources

McCracken County Circuit Court Judge J. Brandon Price has upheld a reporter's refusal to identify news sources during a hearing on a motion to dismiss indictments against four Paducah, Ky., pharmacists charged with dispensing prescription drugs illegally.

Price also denied defense motions to close the hearing to the public and to impose a gag order prohibiting discussion of the case with reporters by officers of the court, attorneys, law enforcement officers and others.

Joe Walker, courthouse reporter for the daily *Paducah Sun*, was subpoenaed as a witness at the hearing last month, along with reporters and news executives from the city's three radio stations and television station.

Walker refused to answer questions about the sources of a story he wrote for the *Sun* the day the indictments against the pharmacists were announced last October. Price upheld Walker's right to refuse to identify confidential sources under Kentucky's reporters shield law and rejected defense arguments that recent court decisions in other states have rendered such statutory protection invalid.

According to Walker, defense attorneys then tried to get him to name the sources of information not published in the October story, arguing that the shield law protects only sources of published information. Walker refused again, and the attorneys asked Price for a contempt finding, which was denied.

Walker's report on the indictments against the pharmacists was prepared after the *Sun* learned of the indictments in advance. The paper did not publish the story, however, until the indictments were released publicly.

Attorneys for the pharmacists sought to quash the indictments by charging that the prosecutor's office leaked the indictments to the news media in advance, fueling adverse publicity and threatening their clients' ability to get a fair trial.

## Earnings

(Continued from page 22)

LEE ENTERPRISES (N)			
Qtr. to Dec. 31	1979	1978	
Revenues	\$ 36,723,000	\$ 31,117,000	
Net income	4,484,000	4,293,000	
Share earnings	62¢	59¢	

DOW JONES & CO. (N)			
Qtr. to Dec. 31	1979	1978	
Revenues	\$122,709,000	\$102,625,000	
Net income	b13,560,000	12,553,000	
Share earnings	87¢	81¢	
Year revenues	440,929,000	363,764,000	
Net income	b51,063,000	44,248,000	
Share earnings	3.29	2.86	

b—Including investment tax credits of \$1,675,000, or 11 cents a share, for the quarter and \$3,025,000, or 20 cents a share, for the year from the company's 30 percent interest in a Virginia newsprint mill.

MULTIMEDIA (O)			
Qtr. to Dec. 31	1979	1978	
Revenues	\$ 38,300,000	\$ 31,600,000	
Net income	5,537,000	4,808,000	
Share earnings	55¢	48¢	
Year revenues	133,500,000	110,600,000	
Net income	18,676,000	15,601,000	
Share earnings	1.87	1.57	

Share earnings have been adjusted to reflect 3-for-2 stock split payable in February 1980.

KNIGHT-RIDDER NEWSP. (N)			
Qtr. to Dec. 31	1979	1978	
Revenues	\$267,200,000	\$242,800,000	
Net income	24,460,000	23,023,000	
Share earnings	75¢	70¢	
Year revenues	979,900,000	878,900,000	
Net income	88,360,000	76,756,000	
Share earnings	2.69	2.34	

TIME INC. (N)			
Qtr. to Dec. 31	1979	1978	
Revenues	\$716,955,000	\$541,970,000	
Net income	43,127,000	37,092,000	
Share earnings	1.54	1.51	
Shares outst.	28,030,000	24,937,000	
Year revs.	2,504,060,000	1,697,585,000	
Net income	143,922,000	b125,742,000	
Share earnings	5.15	5.61	
Shares outst.	27,958,000	22,397,000	

b—Including \$6,721,000, or 30 cents a share, extraordinary gain from the sale of timberland.

Results include operations of inland Container Corp. and American Television & Communications Corp., acquired by Time in November 1978.

CAPITAL CITIES			
Qtr. to Dec. 31	1979	1978	
Revenues	\$414,890	\$367,476	
Net income	\$63,758	\$4,033	
Net Income Per Share	\$4.68	\$3.80	



# "We're getting a better looking paper out faster with our new Harris V-15C"

David C. Rowley, General Manager  
Geauga Times Leader, Chardon, Ohio

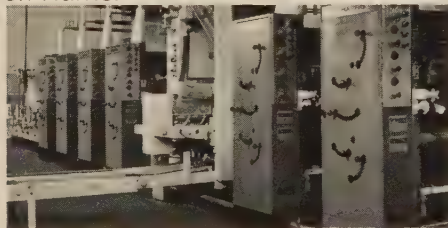
"Buying a Harris press was a radical departure for us. But the time had come for a replacement, and we wanted equipment that would give us more capacity and flexibility.

"After making detailed comparisons, visiting installations, and talking with owners of leading presses, we chose the Harris V-15C.

"Now we're getting superior print quality, running more spot color, and getting the paper out faster than ever before.

"We've picked up enough speed (22,000 pph) and available press time to take on a lot more commercial jobs than we could handle previously. We arranged our V-15C so we don't have to remove plates on a long commercial run in order to plate up for the daily."

Make your own comparison, and we think you, too, will decide on Harris.



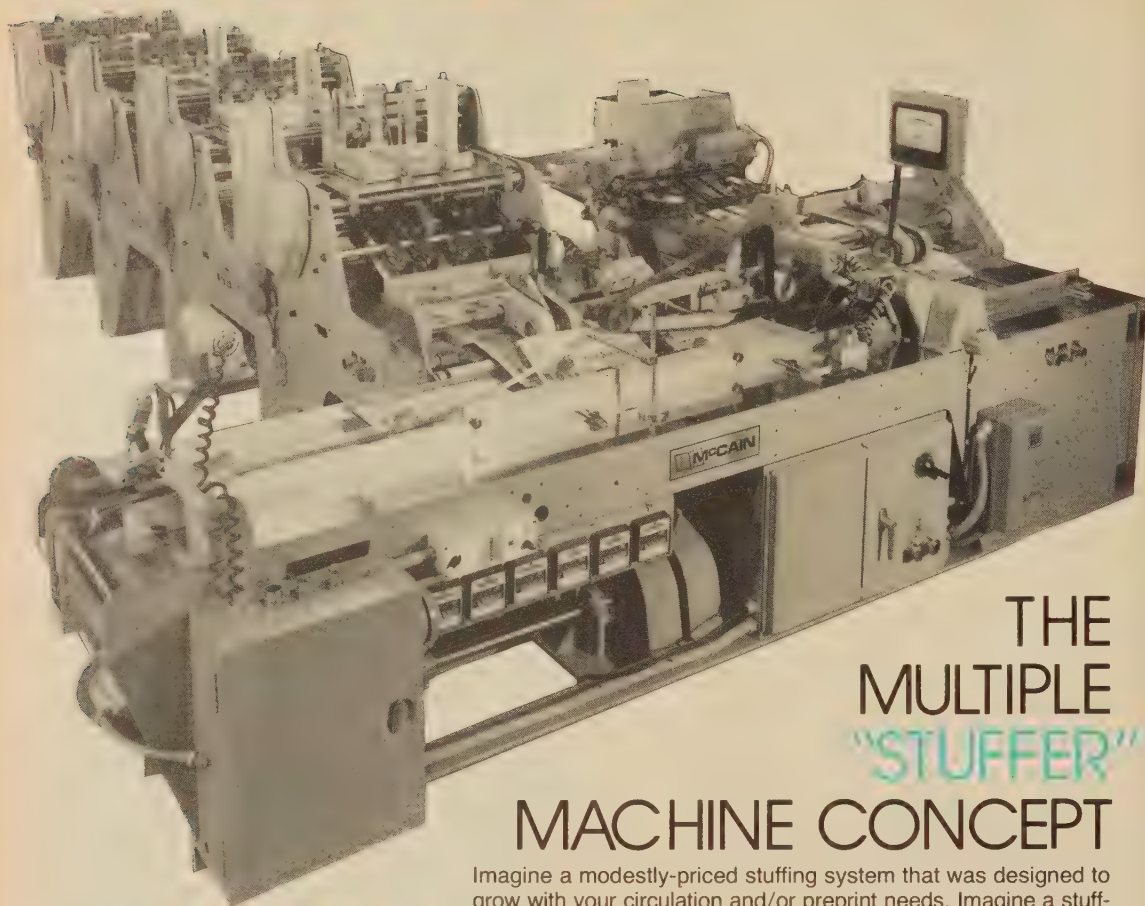
Harris Corporation, Web Press Division, Mechanic Street, Westerly, Rhode Island 02891.



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# MCCAIN INTRODUCES



## THE MULTIPLE "STUFFER" MACHINE CONCEPT

### MODEL 660-10

The McCain 660-10, consisting of the jacket feeder, opening devices, insert stations and delivery belt, operates at speeds up to 15,000/hr.

### MODEL 660-20

The Model 660-20 features an automatic Jacket and Insert reject system. If a jacket is missing—its inserts are rejected; if an insert misses, the jacket and the incomplete stuff are rejected. The Model 660-20 is capable of producing up to 20,000 stuffed papers per hour.

Imagine a modestly-priced stuffing system that was designed to grow with your circulation and/or preprint needs. Imagine a stuffing system that's designed to give you the flexibility to expand the number of inserts without obsoleting your original investment ... Imagine two new, more productive stuffing systems to round out the McCain family of newspaper stuffing machines.

McCain builds on the success of the 660-10. Three years since announcement of the stuffer "that piles all the inserts into a single pile and then stuffs the entire collection into the newspaper jacket with a single opening" McCain expands this all important concept into the new 660-20 and the 660-40. With the addition of these two new systems, McCain has the answer for any size circulation, with the preprint stuffing approach that dares to be different.

Ask your McCain Man about putting one of these systems on-line with your press.



## MCCAIN

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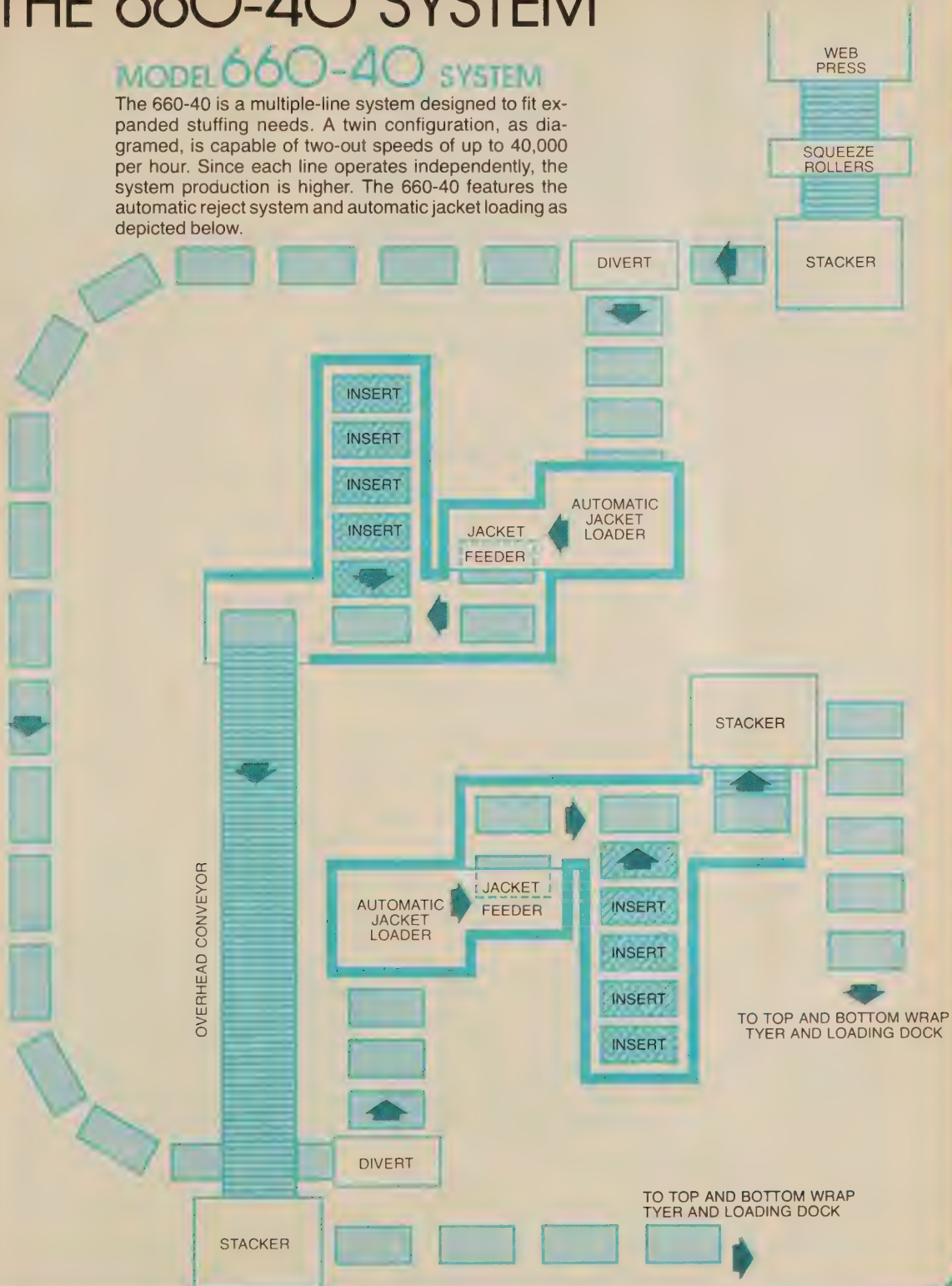
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# THE 660-40 SYSTEM

## MODEL 660-40 SYSTEM

The 660-40 is a multiple-line system designed to fit expanded stuffing needs. A twin configuration, as diagramed, is capable of two-out speeds of up to 40,000 per hour. Since each line operates independently, the system production is higher. The 660-40 features the automatic reject system and automatic jacket loading as depicted below.





**SPORTS TOLD**—Yale president A. Bartlett Giamatti, right, dropped by the newspaper offices of *New Haven Register* and *Journal-Courier* for a meeting with sports writers and editors of the Jackson Newspapers.

## Yale president stresses need for 'local' sports

Sports writers and editors of the *New Haven* (Conn.) *Register* and *Journal-Courier* received some unusual advice from an unusual teacher at a special seminar in the editorial offices of the Jackson Newspapers recently.

The instructor was A. Bartlett Giamatti, president of Yale University, a student of literary criticism and a former writer about sports himself. He had been invited to the newspapers as part of a series of "skill sessions" arranged by Register editors to hone up writing and editing skills.

The unusual advice from "Bart" Giamatti, probably best known in sports circles for his masochistic loyalty to the Boston Red Sox, was twofold:

1. Newspapers are making a mistake in forgetting what the concept of "local" means in sports and subordinating it to emphasis upon national events.

2. Television has been damaging to sports and, in consequence, to newspapers who slavishly follow television styles and formats.

Television has knocked down the borders, the town borders and the national borders, declared Yale's president. Must we as writers recognize and cater to that carnage?" he asked.

"Television has deformed more sports than it's informed the public about them," offered Giamatti. "The whole nature of sports has been violated. Television has sentimentalized it. It's turned drama into opera. Everything is an endless list or arias. Does sportswriting have to become something ancillary to the tv set?"

The Yale president, who won a national sports award in 1978 for a story in *Harper's* magazine about pitcher Tom Seaver, made a strong pitch for local sports.

"I think you would lose no readers and perhaps even gain some, were sports at the community and municipal level reintroduced into the paper."

Giamatti said that sometimes sports writers get so wrapped up in their own concerns and the omnipresence of television that they forget about the people they are writing for.

"Is the culture now national?" he



**ECLIPSE WINNERS**—Billy Reed, sports editor of the *Louisville Courier-Journal*, Bill Leggett of *Sports Illustrated* and Skip Ball of the Maryland Horse magazine received Eclipse Awards for excellence in coverage of Thoroughbred racing at the annual Eclipse Awards dinner on February 1 at the Waldorf-Astoria in New York. Left to

asked, "or do we still live where are we? Everybody's someplace."

Giamatti believes that sportswriters are forgetting about their craft, forgetting about the tools of their trade, words.

He believes they feel obligated to keep up with the all-seeing camera. He said, "we started with the permanence of the word but we've shifted our sights to another medium, a medium born of generations who move not with the beautiful, careful, deliberate gait of the sentence and the paragraph but with the rapid-fire synapses of the satellite. 'We're playing up to the people who are playing at the speed of sound and it's time to take a step back and slow down the tempo again.'"

The reporting of the game, he told the sportswriters, the ability to capture its reality in words that are right and moving, is the valuable thing they have to share with their readers—and is the challenge on which they can build pride and a craft that served the civilizing tradition of the printed word.

## Topical essays made available

Newspaper editors and columnists are being offered free of charge 19 essays on current issues that were judged winners in the 1979 Mitchell Prize Papers contest.

Established five years by George and Cynthia Mitchell of Houston, the papers cover such topics as energy, public attitudes, environment, information revolution, government reform, genetics, biomass-based fuels, natural land-use systems and productivity.

For more information, contact either Jon Conlon, Mitchell Energy & Development Corp., Houston, or Joe Kopec, Harshe-Rotman & Druck Inc., Chicago.

right are Dale Austin, turf writer for the *Baltimore Morning Sun*, who made the presentations; Reed; Leggett and Ball. The Eclipse Awards, the Academy Awards of racing, are jointly sponsored by the Thoroughbred Racing Association, the National Turf Writers Association and the *Daily Racing Form*.



# \$1 million raised for Cambodians

More than 16,000 residents of the Bay Area and nearly 350 business firms and foundations gave \$1 million for Cambodian refugee relief in a campaign organized by the *San Francisco Examiner*, tv station KRON, and Humanitas/International Human Rights Committee.

The campaign started shortly after Thanksgiving. The million was raised by mid-January. Checks are still arriving at the Examiner offices.

The campaign to raise funds began with a request for publicity: Families were needed to host Cambodian refugees in the Bay Area for Thanksgiving dinner. Examiner staff members took the request a step further by convening a meeting with singer Joan Baez, whose Humanitas organization was developing a plan to raise funds to save the plight of the Cambodians abroad. KRON-TV, with a field crew in Thailand, already had begun an independent fund-raising campaign.

Out of this grew the joint effort.

At various times, the Examiner offices were overrun with volunteers who took over desks from reporters to address cards of acknowledgement, open envelopes, and answer queries. The Examiner provided administrative support, as did KRON-TV, and carried the names of the contributors daily.

Baez also gave concerts as part of the effort.

A San Francisco visitor from the International Rescue Committee told the organizers: "We've been in this kind of effort for 40 years, and we've never seen anything like this. It's unprecedented. You've done it spontaneously."

Reg Murphy, publisher of the Examiner, speaking at a rally to announce that the million dollar goal had been achieved, said: "The generosity of the people in the Bay Area is remarkable. They have given \$1 million to people in a faraway land through a suddenly organized group because they believe human life is to be protected at all costs."

Francis A. Martin, manager of KRON-TV, and Jeanne Murphy, executive director of Humanitas, were co-leaders with Reg Murphy of the effort. Murphy reported that \$387,500 already had been allocated for support of medical teams, for help to children separated from their parents, for a feeding program aimed at children under the age of six, and for nursing and pregnant women.

The International Rescue Committee and Humanitas now are supervising the continuing fund-raising efforts and the distribution of the collected funds.

The Examiner staff members who originally pressed for the campaign are Fran Dauth, assistant city editor, and Fredye Wright, special events director.

EDITOR & PUBLISHER for February 16, 1980

# Playboy's free press exhibit to premiere

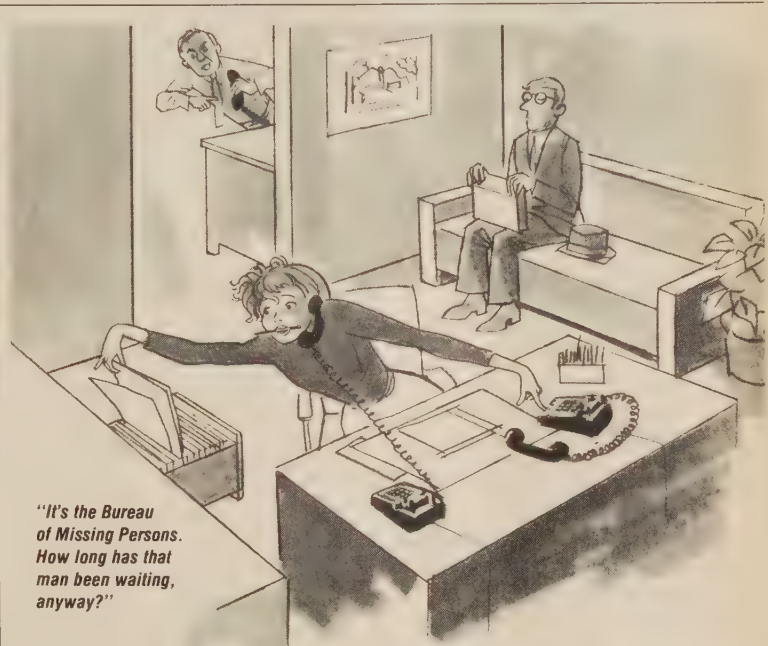
A "Freedom of the Press" exhibit containing historical papers never before shown publicly will have its premiere display in the *Los Angeles Times* building from February 18 to March 14.

Sponsored by the Playboy Foundation, the exhibit spans the years from 1644 to 1837—from the time John Milton challenged the legality of the British Licensing Act to the day that Reverend Elijah P. Lovejoy was killed by an Alton, Illinois, mob because he refused to stop printing editorials against slavery. The exhibit contains fifteen historical papers

from the Chicago Public Library's special collection which will be on public display for the first time.

Times publisher Otis Chandler said, "the Times always has been in the forefront of those supporting the free flow of information. So we are pleased to exhibit these meaningful documents that clearly support the First Amendment." The free exhibit will be open from 9am to 5pm Monday through Friday.

After the Los Angeles showing, the exhibit will tour Minneapolis, Dallas, Seattle and Atlanta this year.



*"It's the Bureau of Missing Persons. How long has that man been waiting, anyway?"*

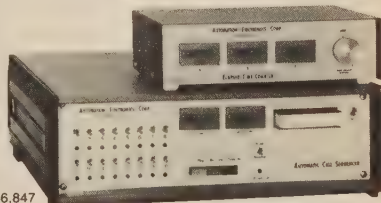
## Don't Keep People Waiting—

How quickly does your staff handle your calls? How many callers hang up before they get through? There is an easy way to find out—AEC's *Call Sequencer\** and *Elapsed Time Counter*.

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\*Patent No. 4,066,847



AEC Model 1001-16 Automatic Call Sequencer with AEC Model 1001-E Elapsed Time Counter.



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## Art students gain job experience

A turnover of fresh ideas is one benefit of hiring art school interns year-round, the *Pittsburgh Press* has discovered.

Since March 1979, the Press's promotion and research department has sustained an on-the-job training program in conjunction with the Art Institute of Pittsburgh.

Art students in the last of their eight quarters gain practical experience as well as learn the realities and pressures of a professional atmosphere.

The art students, chosen on the basis of talent, grades, and portfolio, design brochures and advertisements from the conceptualization of an idea to headline art.

The experience at the Press has helped many students in post-graduate employment. For example, one intern is freelancing in Washington D.C., while another is working at a Pittsburgh advertising agency.

## Newspaper plant destroyed by fire

A Saturday night (February 9) fire destroyed the plant of the *Cordele* (Ga.) *Dispatch*.

Fire Captain Benny West said chemicals and "thousands of pounds of newsprint" helped feed the blaze and prevented firemen from getting control.

Ralph Drinnon, editor of the daily *Dispatch*, said "There won't be anything salvagable," but he said the paper would continue to publish, using a plant in another city and a vacant store in *Cordele* as editorial offices.

Fire officials believe the fire was started by a short in an electrical circuit.

## Newspaper spot makes it to finals

A series of radio commercials produced for the *Columbia* (S.C.) *Record* by Columbia advertising agency Harper, Hellams & Paige has been chosen as a finalist in the 20th annual International Broadcasting Awards, presented annually by the Hollywood Radio and Television Society.

The commercials feature the West Coast comedy team Dick & Bert in a series of mini-drama vignettes based on the theme, "If you're not reading the *Record*, you're missing something."

After reviewing approximately 5,000 commercials from more than 50 countries, the Society's judges included the campaign for the *Columbia* newspaper among the finalists for "the best commercials in the world," according to Gary Nardino, president of Paramount Studios and general chairman of this year's IBA awards.

## Authors a book

Shepard Robinson, former editor and publisher of *Barrington* (Ill.) *Courier Review*, has written a book on how to turn around a troubled company. The book, "How to Turn-Around a Troubled Company", sells for \$15 and is available from Ingleside Publishing, 410 Grove, Barrington, Illinois 60010.

## Five statewide prizes won by Dallas News

Five *Dallas Morning News* staff members have won Charles E. Green journalism awards from the Headliners Club of Austin.

Morning News photographers John Rhodes and David Woo captured two of the three statewide photography awards. Rhodes won for best sports photography and Woo for best feature photography.

Columnist John Anders won for excellence in column writing with his humorous approach to coping with the daily challenges of life.

*Scene* magazine writer Mark Seal took the award for best profile for his story on Sheriff T.J. Flournoy of La Grange.

Copy editor Gretchen London won the headline writing award with these winning headlines: Try this dish—just for the halibut; Egg on our face instead of in zucchini bread; and Cheap trills: birdseed for chickenseed.

The 20 winners in the statewide competition received almost \$8,000 in cash from the Headliners Club and were honored at a luncheon and at the annual awards dinner February 2.

The Charles E. Green Journalism Awards program was founded by the trustees of the Headliners Club as a perpetual tribute to the late Green, whose desire to encourage journalistic endeavor prompted him to found the Headliners Club.

## Ingersoll acquires Danville (Pa.) News

Laurel Publications Inc., headed by Ralph Ingersoll, II, has acquired the *Danville* (Pa.) *News*, owned and operated for 24 years by William K. Ulerich, chairman, Progress Publishing Co., which also operates the *Clearfield* (Pa.) *Progress* and 8 radio stations.

LeRoy W. Stauffer, former publisher of the *Danville News*, was appointed executive vicepresident of Laurel Publications, a new corporation. Stauffer is a general partner of Ingersoll Publications Co. and is chief operating officer of the group, which operates 20 newspaper plants.

Other officers of Laurel will be Margaret E. Krebs, who is president of Progressive Publishing Co., as vicepresident; Ulerich, who will be treasurer; attorney Murray D. Schwartz, counsel for Ingersoll, secretary.

## Toronto Sun signs Nicole Hollander

The Toronto Sun Syndicate has secured the world-wide syndication rights to a new cartoon by an author which the *New York Times* has called a "rarity" and "new and newsworthy."

Her name is Nicole Hollander and her panel being released March 3 is called *Sylvia*. *Sylvia* is a spinoff from two Hollander books, "I'm In Training To Be A Tall Blonde" and "Ma, Can I Be A Feminist and Still Like Men?"

Reports the *New York Times*: "Among cartoonists, women are a rarity; one thinks only of the French satirist Claire Bretecher and of Shary Flenniken, creator of the strip *Trots* and *Bonnie*—both of whose works have appeared in the *National Lampoon* over the last few years. To that exclusive company add another name . . . Nicole Hollander of Chicago."

John Landry, director of the Toronto Sun Syndicate said he first heard about Nicole Hollander only 8 weeks ago. "When we spoke she was already in negotiation with a major U.S. syndicate, so I knew I had to move fast." He continued, "our research indicated *Sylvia* was going to be a winner so we made her an offer she couldn't refuse."

The rest is history. The Toronto Sun Syndicate secured world wide rights and will be launching it with a promotion campaign that's bright and imaginative. "Since *Sylvia* spends a lot of time with her tv" said Landry, "we're going to give away a color tv to some lucky editor just for reading the samples. Once they see the material we're confident we'll get an order."

## Veteran newsman Erwin Maus III dies

Erwin Maus III, 56, a veteran newspaperman and magazine editor, died of a heart attack, February 5, at his home in Grosse Pointe Woods, Mich. For the past seven years he had been managing editor of *Ward's Auto World*, a business news monthly published by Ward's Communications, Inc. of Detroit, and associate editor of *Ward's Engine Update*.

Maus' 31-year newspaper career in Michigan and Ohio, included two years as assistant business editor for the *Detroit Free Press*, four years as financial editor of the *Akron Beacon Journal* and a stint as editor of the *Oberlin* (Ohio) *News-Tribune*. He began his career as a cub reporter for the *Lorain* (Ohio) *Journal* in 1949, and also worked for the *Brooklyn-Parma News* and the *Willoughby News Herald*, both in Ohio.

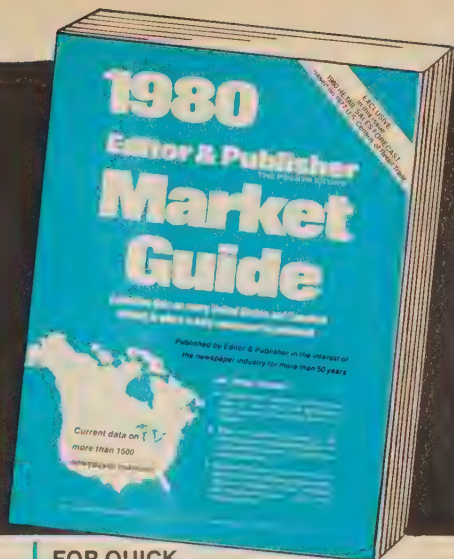
Maus is survived by his wife, Dorothy; two sons, Douglas and Michael; a daughter, Mrs. Sherry Larkey; his father, Erwin Maus Jr., and a sister.



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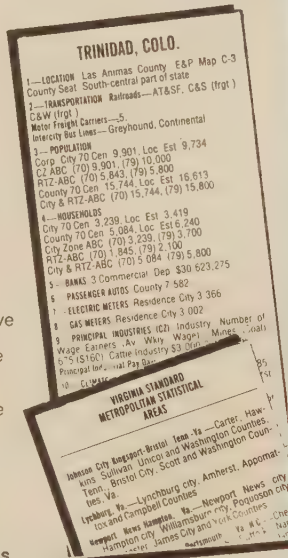
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## OREGON RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) AND 1980 ESTIMATE OF SALES (THOUSANDS)

	1977 U.S. Census	1977 estimate	1980 estimate	Lumber	Meat	Food	Auto	Cosmetics	Apparel
METRO AREAS									
COUNTIES									
Cities									
STATE TOTALS	9,347,998	12,016,257	12,368,364	1,439	953,878	481	1,725,998	2,729	2,623,026
STANDARD METROPOLITAN STATISTICAL AREAS									
Eugene-Springfield	1,021,743	1,321,796	1,430,390	150	131,924	32	191,469	319	146
Other	4,516,708	5,923,142	6,206,548	404	313,390	176	1,080,584	37	184,444
Portland, Ore.	785,140	1,026,061	1,129,314	142	113,163	147	113,163	37	184,444
Wash.									
Vallejo, Ore.									
COUNTIES, CITIES									
BAKER	45,518	50,284	66,587	8	5,080	11	33,808	18,303	8,043
BENTON	41,550	55,463	61,420	8	5,080	11	33,808	18,303	8,043
Benton	186,958	250,810	278,232	29	16,144	11	100,173	18,303	8,043
CLATSOP	171,256	230,046	255,747	27	12,901	37	12,450	18,303	8,043
CLATSOP	614,617	870,764	1,047,884	117	12,901	37	12,450	18,303	8,043
CLATSOP	104,822	139,255	154,098	13	14,317	10	1,400	18,303	8,043
CLATSOP	111,173	150,426	167,517	30	14,317	10	1,400	18,303	8,043
CLATSOP	58,414	70,777	79,406	27	10,260	10	2,577	18,303	8,043
CLATSOP	79,699	103,159	113,760	42	19,184	10	10,990	18,303	8,043
CLATSOP	234,043	318,246	351,009	15	8,567	2	1,774	18,303	8,043
CLATSOP	108,256	143,143	159,300	9	5,109	2	1,774	18,303	8,043

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# Newspeople in the news

ERNEST A. WILKINSON, state editor of the *Indianapolis Star*, was named real estate and farm writer. JOAN RICHARDSON, general assignment reporter, assumes his former duties and JAMES L. ADAMS, real estate and farm writer, moves to general assignment reporter.

MARGO HUSTON, editorial writer, *Milwaukee Journal*, will receive the 1980 By-Line Award of Marquette University's College of Journalism Feb. 29. Huston, the 1977 Pulitzer Prize winner for general local reporting, is the 68th recipient of the By-Line.

STEPHEN W. SULLIVAN, advertising director of the *Corpus Christi* (Tex.) *Caller-Times* was named marketing director, a new position. GEORGE MAGEL was promoted to circulation director.

HENRY J. DIEHL, formerly managing editor of the *Baton Rouge* (La.) *Journal* and with the *Longview* (Tex.) *Daily News* since 1953 as editor has retired.

BRYAN CLARK, circulation director of the *Decatur* (Ala.) *Daily* was appointed to the same position for the *Bryan* (Tex.) *Daily Eagle*.



**SALES MANAGER** Donald J. Brydon, 57, was appointed vicepresident and general sales manager of all U.S. sales and marketing activities for UPI. Brydon joined UPI in 1947 and has served as a reporter, editor, bureau manager, and executive in the U.S. and Asia. In 1972, he was named central division manager, headquartered in Chicago. He moved to New York in 1977 as vicepresident and sales manager for the 20 states in the East and Southeast.

PHIL KENNEDY was named Division manager, *Santa Ana* (Calif.) *Register's* west county area, and JIM HYATT, street sales dealer, was promoted to single copy sales manager.

DAN S. SPENCER III, research and promotion manager, *Topeka* (Kan.) *Capital-Journal* was appointed national ad manager.

LOU UCHITELLE, business news editor, Associated Press, will join the *New York Times* as an assistant financial editor in March.

JAMES M. WILSON, major accounts manager, *Dallas* (Tex.) *Times Herald*, was promoted to retail ad director.

MARION KNOWLES, retail ad staff, *Lansing* (Mich.) *State Journal* was promoted to zone manager.

HARRY T. WHITIN III, regional editor, was appointed director of employee relations, *Worcester* (Mass.) *Telegram* and *The Evening Gazette*, succeeding DAVID SIJSTEN, who was appointed assistant to the vicepresident for business administration. SHEILA M. BATTLES, secretary, personnel dept., was appointed personnel assistant.

SCOTT WINOKUR, reporter, *Oakland* (Calif.) *Tribune*, has joined the *San Francisco Examiner's* East Bay bureau.

SALVATORE PACI, regional sales manager, *Fairlawn* (N.J.) *Shopper Newspapers* and *The News Beacon*, was promoted to display ad sales manager.

GARRY TINSLEY, assistant metro editor for Sentinel Star Co., is now the state circulation manager. The company publishes the *Orlando* (Fla.) *Sentinel Star*, and is a subsidiary of the Tribune Co., Chicago.

BILL MILLER, circulation director, *Riverside* (Calif.) *Press-Enterprise*, was named personnel director. JACK KOEHLER, circulation promotion manager, succeeded Miller. Koehler was replaced by CARL HELWIG, who was city area supervisor. TOM DORSEY, who worked in the newspaper's Helmet office as a county area circulation supervisor, is now assistant circulation director.

PETER B. HICKEY, publisher of the Gannett-owned *Ithaca Journal*, was named Gannett's vicepresident for corporate operations.

GEORGE A. PARK, JR., who has held executive positions with Gannett in Rochester for the past six years, was appointed to the new position of assistant to the publisher, *Canandaigua* (N.Y.) *Daily Messenger*.

BRIAN DEWHURST, 52, UPI Australia-New Zealand manager, was named North Asia manager, based in Tokyo. ROBERT C. MILLER, 64, manager of 14 bureaus during his UPI career that started in 1938, succeeded Dewhurst. GORDON N. SAKAMOTO, 44, replaced Miller who was Hawaii State editor and Honolulu bureau manager.

J. WILLIAM CARTER, general sales manager, Sunpress Publications, Fla., was appointed vicepresident of operations for all Sunpress publications.

DON RUSSELL, a 20 year employee and retail ad manager, *Pomona* (Calif.) *Progress Bulletin*, was promoted to ad director. The Progress Bulletin is a Donrey Media Group paper.

RICK CHAPMAN, promotion manager, *Gainesville* (Ga.) *Times*, was named ad director.

H. WESLEY BOGLE, associate editor, *New Brunswick* (N.J.) *Home News*, will assume the added post of ombudsman.

PAUL ZINDELL and ALAN GRIBSBY were elected vicepresidents of the *Hudson* (N.Y.) *Register Star*. Zindell has overall responsibility for all advertising, circulation, production and business department operations. Grigsby has overall responsibility for all phases of news operation.

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The following changes were announced by the *Palo Alto* (Calif.) *Peninsula Times Tribune*:

THAD SPINOLA has become assistant managing editor, assuming some of the responsibilities of the present assistant managing editor, JACK SILVEY. Both Spinola and Silvey share the title and duties of assistant managing editor. RON GOBEN, former city editor, was promoted to news editor. TOM BREEN, who was sports editor, has become city editor. Deputy city editor BILL SHILSTONE is his assistant. In a related promotion, JOHN JURGENS became assistant city editor. LEONARD KOPPETT moved to the position of executive sports editor. The new sports editor is BILL HARKE. MIKE MEYERS, deputy city editor, was promoted to wire editor.

\* \* \*

The consolidation of the sports departments of the *Macon* (Ga.) *Telegraph* and the *Macon News* has led to the following changes:

HARLEY BOWERS, recently named Georgia's "Sportswriter of the Year" was named executive sports editor, STEVE BURNS, formerly sports editor, *Telegraph*, became sports editor of the *Telegraph/News*, and JIM HODGES, formerly sports editor, *News*, became associate sports editor.

\* \* \*

LARRY SWINDELL, book editor, *Philadelphia* (Pa.) *Inquirer*, has joined the *Fort Worth* (Tex.) *Star-Telegram* as book page editor.

\* \* \*

BETTE ANN YARUS, national ad sales staff, Gannett Westchester Rockland Newspapers office in White Plains, New York, was appointed travel ad manager.

\* \* \*

FRANK R. MYERS has retired as publisher and general manager of the *Middleton* (Oh.) *Journal*. His retirement ends a 55 year association of the Myers name with the *Journal*. He was succeeded by JACK D. JORDAN, who held similar titles at the *Xenia* (Oh.) *Daily Gazette*. At the *Gazette*, Jordan was a recipient of a number of citizens' awards and the staff won a Pulitzer Prize for its leadership in the community following the disastrous tornado of 1974.

\* \* \*

FRANK BILOTTA, former personnel manager of Meredith Corp. of Des Moines, Iowa, was named director of personnel, *Louisville* (Ky.) *Courier-Journal* and *Times*. MARY LAWRENCE YOUNG, coordinator of the newspaper in education program, was promoted to director of corporate communications. JERRY LEITZELL, a former managing editor for WHAS radio, became director of corporate training.

\* \* \*

ROGER BARTEL, wire editor, *Manitowac* (Mich.) *Herald-Times-Reporter*, was named managing editor, *Key West* (Fla.) *Citizen*.



Withers



Boyne

**RETIREES**—Charles Withers, 53, editor of the *Rochester* (Minn.) *Post-Bulletin* for the past 20 years, will resign effective April 1. He will be replaced by William C. Boyne, 57, who will also continue in his present position as general manager. Withers will stay with the paper as a regular columnist for the editorial page, and when making the announcement said, "After three decades of six-day-a-week deadlines and 20 years of the pressures that go with the job of editor, I want to take life a bit slower."

HOWARD R. FIBICH, news editor, *Milwaukee* (Wis.) *Journal*, was elected chairman of the Mid-America Press Institute, succeeding PATRICK COBURN, managing editor, *Springfield* (Ill.) *State Journal-Register*, who had served as chairman for two years. He maintains his seat on the board of directors. RONALD WILLNOW, an assistant managing editor, *St. Louis* (Mo.) *Post-Dispatch*, was elected vice-chairman. Both were elected to one-year terms.

\* \* \*

RANDOLPH T. PENDLETON, former city hall reporter and assistant city editor, *Florida Times-Union*, was named chief of the newspaper's Tallahassee bureau. He replaced JERE MOORE, JR., who resigned to join Gov. Bob Graham's staff. MICHAEL ANDERSON, reporter, has joined Pendleton in the *Times-Union* Capital bureau. Beaches bureau manager STEVE CROSBY was reassigned to cover Jacksonville City Hall. MIKE DILLIN, reporter, replaced Crosby. CHARLES T. BERMPHOHL, current manager, *Palatka* bureau, will replace Anderson in Jacksonville. GEORGE CLARK was named chief of the Gainesville bureau, replacing PEGGY L. O'NEAL, who was awarded a Rotary Scholarship to study newspapers in Australia. CHRISTINE HAMMER, Live Oak Bureau, joined the Gainesville staff. MARJORIE ANDERS, *Lake City* (Fla.) *Reporter* staff writer, now heads the paper's Starke bureau. HAL CLARENDON, is the bureau manager of the new branch in Madison.

\* \* \*

PATTY RUSSELL, formerly media director at the Columbus ad agency of Kight Cowman Abram, Inc., was named promotion manager/circulation and editorial, *Columbus* (Oh) *Dispatch*.

DENIS G. GULINO, 37, manager of UPI Audio in Washington, was named regional executive for western Pennsylvania and West Virginia with headquarters in Pittsburgh. ARTHUR J. LINGLE, 34, Tucson bureau manager, is now a regional executive for New England in Boston. DANIEL DROSDOFF, 38, Caribbean division manager, was appointed news editor for Latin America, based in New York. PIETER VAN BENNEKOM, 34, Caribbean news editor, succeeded Drosdoff.

\* \* \*

JOEL DREYFUSS, former reporter and editor for AP in New York and reporter, *New York Post*, was named managing editor for *Black Enterprise Magazine* in New York.

\* \* \*

JAMES E. SERVATIUS, 46, executive managing editor, *Midland* (Tex.) *Reporter-Telegram* for the past year and a half, was named editor, succeeding William H. Collyns, who retired. WILLIAM H. JOHNSON, press superintendent, was named production superintendent.

\* \* \*

JON STORM, Knight News Wire filing editor, *Detroit* (Mich.) *Free Press*, will become associate editor of *Detroit Magazine* in March. MARSHALL SWANSON will replace Storm.

\* \* \*

PAUL E. DANILUK, 38 year employee with the *Canton* (Oh.) *Repository*, was named business manager, succeeding HAROLD D. WISE, who retired July 31, 1979. R. EUGENE JOHN II, supervisor of suburban operations, was appointed circulation manager.

\* \* \*

SUZANNE HALEY WOOLSEY, associate director, Office of Management and Budget, will join the staff of the *Washington Post* as an editorial writer.

\* \* \*

JOHN B. MURPHY was named president of the *Evening Telegram Co.*, Wis., which publishes the *Superior* (Wisc.) *Evening Telegram*, announced by Mrs. MORGAN MURPHY, who becomes chairman of the board. ELIZABETH M. SCHIRMER was named vicepresident of the company. ROY H. WESTMAN retired as executive vicepresident but was retained in a consulting capacity.

(More Newspeople In The News appear on page 40.)

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## Carol Burnett fails to prove malice

A Los Angeles Superior Court Judge February 6 dismissed a claim for \$5 million in punitive damages sought in a libel suit by actress Carol Burnett against the *National Enquirer*.

However, the order by Judge Robert Weil does not prevent Burnett from trying to collect general damages in the case which grew out of a 1976 gossip column item in the paper.

The court held that the *Enquirer* had shown no malice in publishing the gossip item.

Burnett filed the suit four years ago after the tabloid published an item about a "boistrous" argument she allegedly had with former Secretary of State

Henry Kissinger in a Washington restaurant. The item claims that the comedienne disturbed other patrons and spilled a glass of wine on one diner.

In asking Judge Weil to rule out any punitive damages, National Enquirer attorney Suzanne Rosentsweig noted that the defendant had published many flattering stories and pictures of the star.

The paper also ran a correction and apology on April 13, 1976, after Burnett complained, Rosentsweig said. The attorney asserted that this ruled out the possibility that the *Enquirer* had any malicious intent against Burnett when it published the item.

## Minority training program set-up

A program to be conducted with the University of Arizona's journalism department to prepare minority journalists for newspaper editing jobs was announced by the Institute for Journalism Education.

The program will put 10 minority journalists through a 7-week course of training from June 29 through August 15, it was announced by Donald W. Carson, head of the UA journalism department

and Nancy Hicks, president of the IJE. The Institute is a non-profit corporation with offices in Washington, D.C. and Berkeley, Calif.

Candidates selected after a national competition will work on the copy desks of the *Arizona Daily Star* and *Tucson Citizen* and serve as editors of *El Independiente*, a weekly newspaper published at UA. Deadline for applications is April 18, 1980.

## Washington news service established

A Washington-based local/regional news service for newspapers has set-up shop in the National Press Building in Washington.

Called Washington Bureau News, it will be directed by Kenneth Scheibel and will concentrate on local angle coverage

for subscribing publications.

Scheibel, author of the nationally-syndicated "Washington Farm Beat" column and a former president of the National Press Club, has offices at 997 National Press Building.

## Land sales series prompts city probe

A 4-part series in the *Dallas Morning News* on the City of Dallas' sale of city land has led to an investigation of bid procedures and the adequacy of staffing in the property management division of City Hall.

On the day the final article appeared, Dallas City Mgr. George Shrader told the city council that he would conduct a thorough review of the findings published in the *Morning News* series and will make changes "where they are warranted."

The investigative series by Mary C. Bounds and Craig Flournoy found that the stepped-up sale of surplus municipal land during the past two years has prompted fast transactions with little information put in writing and the reduction of some sales prices without written justification.

The *News* also reported the Dallas officials have not always followed established appraisal procedures before the sales and have not always made on-site inspection of the property before establishing a price. In many cases, the series said, bids for surplus land sales had been opened before the date specified in city ordinances.

Bounds and Flournoy spent four months compiling research data, which included examination of appraisal practices and the handling of objections to the sale of city land of other departments in seven cities—Houston, San Antonio, Phoenix, San Diego, Seattle, Portland and Milwaukee.

"It's to the paper's credit that they let us spend the time necessary," said Bounds, "because it's not the kind of story that's going to sell newspapers."

News assistant city editor Bob Mong praised the reporters' thorough research and documentation and pointed out that "there were no unnamed sources anywhere in the series. Lazy reporters will sometimes let sources go off the record," he opined, "but they didn't let anybody go off."

## Sherman named MPA president

James Sherman, the owner-publisher of four weekly newspapers in the Flint-Pontiac area, took office January 25 as president of the Michigan Press Association during the annual MPA convention in East Lansing.

With an extensive background in advertising and printing, Sherman purchased the *Oxford Leader* in 1955. He acquired the *Clarkston News* in 1966, the *Lake Orion Review* in 1972 and the *Davison Index* in 1976. His son, James Jr., publishes the *Davison* newspaper.



## Labor Dept. orders pay adjustment

An investigation by the United States Labor Department has found the *Philadelphia Journal* violated overtime provisions of the Fair Labor Standards Act from September 2, 1978 through October 27, 1979.

The Labor Department's Wage and Hour Division began its investigation of the Journal after receiving complaints that photographers who had been granted a wage increase in the summer of 1978 were being compensated for overtime by the paper at the old wage rate rather than the new one.

Wage and Hour concluded the Journal had underpaid 10 staff photographers by a total of \$2082.82.

Seven reporters at the Journal told Wage and Hour they had worked unrecorded overtime hours "on at least an occasional basis."

Concerning the reporters, the investigation stated "The hours reported varied greatly and no across the board violations could be substantiated. No employee would permit the use of his statement as the basis for an individual back wages request."

The Wage and Hour report made available to E&P does not give the names of those employees involved in the investigation but states the original complainant is due \$303.45 in back wages.

The Journal, a tabloid owned by

## Banker acquires 4 weekly papers

Taconic Newspapers, award-winning weeklies covering Dutchess County, New York, were sold (February 11) to Hamilton and Helen Meserve, Princeton, N.J.

The Meserves purchased the Taconic Press Inc., the parent company which owns the *Gazette Advertiser*, *Millbrook Round Table*, *Hyde Park Townsman*, and *Pine Plains Register Herald*.

The sellers were Jean M. Richards and Peter S. Richards, who served as editor and publisher of the group for the past 7 years.

Hamilton Meserve recently resigned from Citibank in New York where he was a vicepresident in the international banking division.

The Meserves served overseas for Citibank in Japan, Taiwan, Korea, India and Saudi Arabia.

Meserve's previous journalistic experience includes editing 3 weeklies in New Jersey and working as a reporter on *Japan Times* in Tokyo. While in Taiwan, Mrs. Meserve wrote a weekly column for 3 years for *China Post*.

George Romano, New Canaan, Conn. and Tucson acted as consultant to the buyers in transaction.

Quebecor of Montreal, Canada, agreed to conduct a self audit of its news department to determine back wages due its reporters. Beat reporters, back up sports reporters, and general assignment reporters are covered by the FLSA's overtime provisions, but columnists and editors earning over \$250 per week are exempt.

The Journal's controller, Anthony Tierno, said the audit failed to show the paper owed any additional back wages to its reporters other than the one individual cited in Wage and Hour's report.

"As far as we know, the matter's closed and the Journal has a clean bill of health," Tierno said.

The Journal has already paid all the back wages owed to its photographers as well as the \$303.45 owed to one reporter.

## Chaffee to direct school of journalism

Professor Steven H. Chaffee, 44, will become director of the University of Wisconsin-Madison's School of Journalism and Mass Communication on July 1.

He will succeed William A. Hachten, director since 1975, who resigned to return to teaching and research activities.

Chaffee's five-year appointment was announced by Dean E. David Cronon of the College of Letters and Science.

## Ad book

(Continued from page 11)

Sansom said after explaining her reasoning to the paper's ad manager James Rutledge, he agreed with her. She added that the paper's general manager, R.B. Gifford, saw her cover and "liked it." Of the 7 men on the ad sales staff, she said three of them agreed with her that the original Ad Bureau cover was sexist.

Sansom said she plans to "put her feelings on paper" and send a letter to the Ad Bureau as soon as she gets time to put her thoughts on paper.

Ad Bureau creative department head, Hank Simons, did not return E&P's calls requesting comment on Sansom's analysis of the cover.

## Recruitment ad mgr.

William K. Handel was appointed manager of recruitment advertising and promotion for Hughes Aircraft Company. Handel, for the past seven years manager of public relations and advertising at ITT General Controls, Glendale, had earlier been creative director for Beneficial Standard Life Insurance Co., and previously was associate director of corporate communications for Rexall Drug and Chemical Corp. (now Dart Industries).

## Freedom Newspapers, Inc.

of Santa Ana, California

Has Acquired The

## Delta Democrat-Times

of Greenville, Mississippi

*We the undersigned initiated this  
transaction and represented the buyer.*

## J. N. WELLS & COMPANY

*Brokers and Consultants to Publishers, Broadcasters and Financial Institutions*

210 West 22nd Street, Oak Brook, Illinois 60521 (312) 325-0901

# 19th Annual N.Y. Racing Association Photojournalism Award Winners

The grueling test of the mile and a half Belmont has provided some dramatic moments in horse-racing, including the tremendous 31 length victory by triple crown winner Secretariat in 1973.

Last year's Belmont ranked among the best for drama, as Spectacular Bid's triple crown quest was spoiled by a late blooming horse named Coastal. Then it was later found that Bid had been the victim of a freak accident, injured when he stepped on a safety pin just before the race.

Many photographers in attendance were able to capture all the action, especially the emotional responses of the owners, jockeys, and horses. Some of them were recently rewarded in the New York Racing Association's 19th Annual photojournalism Awards competition.

Jack Balletti, United Press International, took the \$250 first prize for "The Breaks of the Game," an action shot taken as the horses broke from the starting gate, with rivals Ron Franklin and Angel Cordero, Jr., adjacent atop Spectacular Bid and General Assembly.

Second prize of \$150 went to Ed Hausner of the *New York Times* for "Together in Defeat," a photo of Mr. and Mrs. Harry Meyerhoff, owners of Spectacular Bid, as they nervously clenched hands when Bid was overtaken by Coastal and eventual runner-up Golden Act, during the stretch run.

"Ghost of Belmont Past," taken by Dan Farrell, *New York News*, took third prize of \$100. Spectacular Bid, after his last workout for the Belmont, is shown in the foreground of the great Secretariat's statue in the paddock area.

Two post race photographs received honorable mention. "Upset at the Belmont Stakes," from Barton Silverman, *New York Times*, caught proud Coastal owner, William Haggin Perry, leading the upset winner, Ruban Hernandez aboard, into the winner's circle, as the jockey acknowledged the cheers of the crowd.

Moments later that day, Richard E. Drew, Associated Press, captured the real "thrill of victory," as Ruban Hernandez is hugged by fellow jockey Angel Cordero, Jr., with the news media huddled around the happy pilot.

In the special category for best color photograph, the \$250 prize was awarded to Bill Stavitz of the *Horseman's Journal*, for "A Title Affirmed," taken during the stretch run of the Jockey Club Gold Cup, October 6, at Belmont Park.

It was called the "race of the decade," as the Harbor View farm star, met a healed and rejuvenated Spectacular Bid.

(Continued on page 37)

## "THE BREAKS OF THE GAME"

by Jack Balletti  
United Press International

### FIRST PRIZE

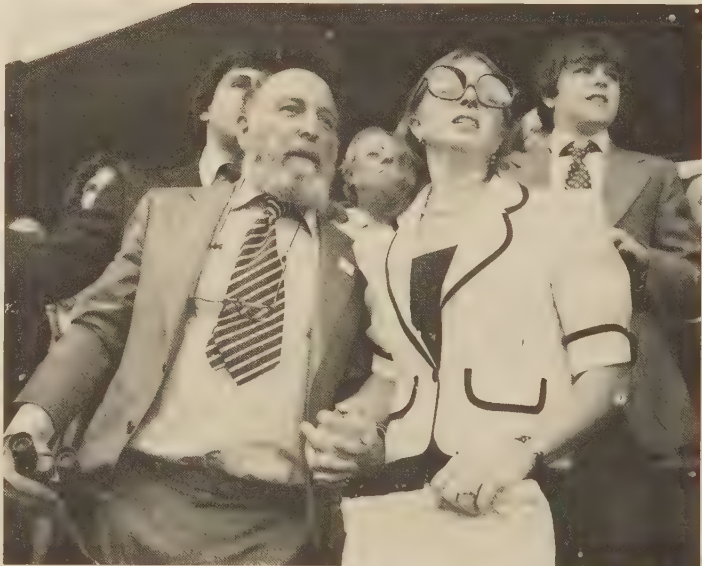


Spectacular Bid and General Assembly break away as a team at the start of the 1979 Belmont Stakes, with rivals Ron Franklin and Angel Cordero, Jr., highly perched.

## "TOGETHER IN DEFEAT"

by Ed Hausner  
New York Times

### SECOND PRIZE



Mr. and Mrs. Harry Meyerhoff are grim-faced when Coastal bolts pass Spectacular Bid during the Stretch run of the Belmont.



**"A TITLE AFFIRMED"**  
by Bill Stravitz  
The Horsemen's Journal

**BEST COLOR PHOTOGRAPH**



Affirmed streaks past Spectacular Bid during the stretch in the Jockey Club Gold Cup, October 6, at Belmont. He later won the race and horse of the year honors.

**"GHOST OF BELMONT PAST"**  
by Dan Farrell  
New York News

**THIRD PRIZE**



Spectacular Bid is walked past the statue of the great Secretariat after his final work-out for the Belmont.

**"MOST HAPPY FELLAS"**  
by Richard E. Drew  
Associated Press

**HONORABLE MENTION**



Jockey Ruben Hernandez (right) being congratulated by Angel Cordero, Jr., after he rode Coastal to an upset victory.

**"UPSET AT THE BELMONT STAKES"**  
by Barton Silverman  
New York Times

**HONORABLE MENTION**



William Haggin Perry, owner of Coastal, leads the triple crown "spoiler" into the winners circle, as Hernandez waves to the large crowd.

## Brumby to publish 3 new weekly papers

Otis A. Brumby Jr., publisher, Marietta (Ga.) Daily Journal and Neighbor Newspapers, publishers of suburban papers in metro Atlanta, will start three weekly papers this month.

The two new DeKalb papers begin February 20, with a Wednesday publishing date. The third paper in Rockdale County will publish on February 28, with a Thursday edition.

This brings the total number of papers published by the organization to 27 suburban weeklies and one daily in 10 metro Atlanta counties, with a circulation of more than 330,000, according to Brumby.

## Where has new car advertising gone?

Forrest Inks, general manager of Michigan Newspapers, Inc., reports that "new model announcements just aren't what they used to be. There were no surprises, no 'revealings,' no cocktail parties, just no hullabaloo period, in connection with the 1980 models."

Inks noted that car sales are down drastically, which means there isn't any advertising money—just at a time when advertising is most needed. In practice, "the sale of cars generates advertising money—the same old pattern, so many bucks per car, when sold, go into the advertising fund."

Inks found that what few ad dollars there are, are going into television, national magazines and top market metro dailies and predicted continued bleak prospects for most members of the newspaper medium.

## Winners

(Continued from page 36)

and was able to hold back Bid's stretch challenge. The race also decided the horse of the year, as Affirmed won his second title.

The contest, judged by New York Racing Association officials, was open to photographers representing the New York metropolitan newspapers, wire services and magazines who covered racing at Aqueduct, Belmont and Saratoga during 1979.

Winners of the contest will be presented with checks and plaques during luncheon ceremonies honoring the New York Press Photographers on Feb. 16, at Aqueduct Racetrack in Queens, N.Y.

## Hudgens appointed news media manager

J. David Hudgens was named news relations manager for Buick Motor division, according to Thomas L. Pond, Buick's director of public relations.

Hudgens succeeds Darwin E. Allen, who was named director of public relations for General Motors Parts Division.

# 1979 December Linage

The following linage tabulations have been compiled by Media Records, Inc. for the exclusive publication of Editor & Publisher. They may not be reprinted or published in any form without explicit permission from Media Records, Inc. NOTE: Newspapers marked with code below include advertising in Parade or Family Weekly, approximate linage as follows:  
\*Parade—49,136 †Family Weekly—64,311

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
<b>ABERDEEN, S.D.</b>		
American News-e	732,383	630,114
American News-S	467,781	8,400
Grand Total	1,200,164	6,400

<b>AKRON, OHIO</b>		
Beacon Journal-e	2,570,694	152,083
Beacon Journal-S	1,481,187	108,332
Grand Total	4,051,881	260,415

<b>ATLANTA, GA.</b>		
Constitution-m	2,969,161	658,838
Journal-e	3,288,406	666,238
Journal & Constitution-S	1,770,270	335,600
Grand Total	8,025,143	1,660,676

<b>BALTIMORE, MD.</b>		
*News American-S	818,635	224,352
News American-e	1,456,964	88,592
Sun-m	1,915,255	116,700
Sun-S	2,318,931	104,698
Sun-S	2,177,811	231,327
Grand Total	8,687,596	763,669

<b>BERGEN COUNTY, N.J.</b>		
Record-e	2,578,858	370,001
Record-S	1,807,108	471,684
Grand Total	4,385,966	841,685

<b>BOCA RATON, FLA.</b>		
News-e	980,003	41,209
News-S	722,503	553,434
Grand Total	1,702,506	41,209

<b>BOSTON, MASS.</b>		
Herald American-m	848,242	204,121
Herald American-S	581,383	374,702
Globe-e	1,933,821	106,928
Globe-S	2,697,420	25,216
Globe-S	1,519,999	349,652
Grand Total	6,547,244	953,691

<b>BRADETON, FLA.</b>		
Herald-e	1,467,793	1,292,229
Herald-S	802,585	718,151
Grand Total	2,270,378	2,010,380

<b>BUFFALO, N.Y.</b>		
Courier Express-m	896,974	45,772
Courier Express-S	1,149,688	30,588
News-e	2,823,990	44,760
News-S	417,021	8,400
Grand Total	5,287,673	129,520

<b>CAMDEN, N.J.</b>		
Courier Post-e	2,505,320	164,008
Courier Post-S	757,422	91,912
Grand Total	3,262,742	255,920

<b>CHARLOTTE, N.C.</b>		
News-e	1,937,378	62,496
Observer-m	2,417,393	207,740
Observer-S	1,129,403	158,256
Grand Total	5,484,174	428,492

<b>CHICAGO, ILL.</b>		
Tribune-m	3,700,644	3,143,132
Tribune-S	2,502,084	1,015,928
Sun Times-m	2,710,865	446,381
Sun Times-S	1,034,402	625,915
Grand Total	9,947,997	5,231,556

<b>CINCINNATI, OHIO</b>		
Enquirer-m	3,841,864	3,658,772
Enquirer-S	2,387,810	2,198,197
Post-e	1,668,215	86,304
Grand Total	7,898,389	86,304

<b>CLEVELAND, OHIO</b>		
Plain Dealer-m	3,458,359	385,959
Plain Dealer-S	2,081,297	117,189
Press-e	1,859,874	410,810
Grand Total	7,399,530	913,958

<b>COLUMBUS, GA.</b>		
Enquirer (see note)	1,593,732	19,423
Legion Enquirer-S	711,323	746,875
Grand Total	2,305,055	19,423

<b>COLUMBUS, OHIO</b>		
Dispatch-e	3,054,133	102,044
Dispatch-S	1,816,032	214,456
Citizen Journal-m	1,117,224	1,190,919
Grand Total	5,987,389	316,500

<b>DALLAS, TEXAS</b>		
News-m	5,518,298	327,496
News-S	2,456,006	380,743
Times Herald-e	4,767,854	267,653
Times Herald-S	2,457,546	112,624
Grand Total	15,199,704	1,088,516

<b>DAYTON, OHIO</b>		
Journal Herald-m	2,313,007	11,664
News-S	2,443,739	248,026
News-S	1,303,313	1,127,695
Grand Total	6,059,877	259,690

<b>DENVER, COLO.</b>		
Rocky Mt. News-m	4,579,792	4,737,931
Rocky Mt. News-S	1,206,181	1,354,372
Post-e	2,456,006	1,31,971
Post-S	2,614,734	2,276,403
Grand Total	12,457,113	131,971

<b>DETROIT, MICH.</b>		
Free Press-m	2,399,612	462,478
*Free Press-S	997,714	215,428
News-S	3,310,441	827,988
News-S	1,806,955	413,880
Grand Total	8,514,722	1,937,774

<b>DULUTH, MINN.</b>		
Herald-e	987,859	84,624
News Tribune-m	1,173,281	109,680
*News Tribune-S	815,289	121,664
Grand Total	2,976,429	315,968

<b>ERIE, PA.</b>		
Times-e	1,481,176	15,040
*Times News-S	864,068	839,313
Grand Total	2,345,244	15,040

<b>FORT LAUDERDALE, FLA.</b>		
*News & Sun Sentinel-S	4,505,247	528,224
News & Sun Sentinel-Sat	2,314,328	449,874
Sun Sentinel-m	1,597,483	1,515,836
Grand Total	8,417,063	1,093,928

<b>GARY, IND.</b>		
Post Tribune-e	1,311,694	1,278,891
Grand Total	1,311,694	1,278,891

<b>GRAND FORKS, N.D.</b>		
Herald-e	1,061,249	47,872
Star Bulletin-S	558,355	70,664
Grand Total	1,619,604	118,536

<b>HARTFORD, CONN.</b>		
Courant-m	2,932,059	291,247
*Courant-S	1,468,185	514,612
Grand Total	4,400,244	805,859

<b>HONOLULU, HAWAII</b>		
Advertiser-m	3,590,407	3,520,045
*Star Bulletin-S	3,641,337	3,543,225
Advertiser-S	1,712,331	1,422,443
Grand Total	8,944,075	8,485,713

<b>HOUSTON, TEXAS</b>		
Chronicle-e	6,121,356	725,440
Chronicle-S	2,728,616	363,700
Post-m	5,051,030	586,793
*Post-S	1,751,028	344,824
Grand Total	15,652,030	2,020,757

<b>INDIANAPOLIS, IND.</b>		
News-S	2,456,006	380,743
Times Herald-e	4,767,854	267,653
Times Herald-S	2,457,546	112,624
Grand Total	10,137,412	1,061,760

<b>JACKSONVILLE, FLA.</b>		
News-S	2,456,006	380,743
Times Herald-e	4,767,854	267,653
Times Herald-S	2,457,546	112,624
Grand Total	10,137,412	1,061,760

<b>JACKSONVILLE, FLA.</b>		
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Times Herald-e	4,767,854	267,653
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Times Herald-e	4,767,854	267,653
Times Herald-S	2,457,546	112,624
Grand Total	10,137,412	1,061,760

<b>JACKSONVILLE, FLA.</b>		
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Times Herald-e	4,767,854	267,653
Times Herald-S	2,457,546	112,624
Grand Total	10,137,412	1,061,760

<b>JACKSONVILLE, FLA.</b>		
News-S	2,456,006	380,743
Times Herald-e	4,767,854	267,653
Times Herald-S	2,457,546	112,624
Grand Total	10,137,412	1,061,760

<b>JACKSONVILLE, FLA.</b>		
News-S	2,456,006	380,743
Times Herald-e	4,767,854	267,653
Times Herald-S	2,457,546	112,624
Grand Total	10,137,412	1,



**KANSAS CITY, MO.**

Times-m	3,255,103	579,541	3,344,865	424,519
Star-m	1,228,848	89,528	1,315,256	109,846
Star-S	1,743,741	338,452	1,897,620	311,956
Grand Total	6,247,692	1,007,521	6,357,741	846,321

NOTE: Star-S and S & Times-m changed from eight to six-column June 8, 1975.

**LEXINGTON, KY.**

Herald (see note)	2,379,510	71,192	2,450,643	114,720
*Herald Leader-S	1,448,833	34,608	1,332,233	73,052
Grand Total	3,828,343	105,800	3,782,876	187,772

NOTE: Herald-m and Leader-S sold in combination Man. through Fri.

NOTE: Herald-m, Leader-S and Herald Leader-S changed from eight to nine-column Sept. 20, 1976.

**LITTLE ROCK, AR.**

Arkansas Gazette-m	1,493,562	317,488	1,964,722	
*Arkansas Gazette-S	830,504	108,624	939,903	
Grand Total	2,324,066	426,112	2,898,625	

**LONG BEACH, CALIF.**

Independent (see note)	2,359,545	567,495	2,184,283	603,449
*Independent Press	880,255	55,904	918,673	39,152
Telegram-S	3,239,800	623,399	3,102,954	642,601

NOTE: Independent-m and Press-Telegram-S sold in combination Man. through Fri. Linage of one edition Independent-m is shown.

**LONG ISLAND, N.Y.**

Newsday-e	2,705,674	946,005	2,753,775	875,403
Newsday-S	1,606,290	521,792	1,578,187	347,266
Grand Total	4,311,964	1,467,797	4,331,962	1,222,669

NOTE: Newsday-e and S changed from five to six-column Sept. 11, 1978.

**LOS ANGELES, CALIF.**

Times-m	6,628,916	2,970,630	6,241,094	2,842,439
Star-m	3,281,085	1,542,866	3,118,196	1,486,560
Herald Examiner-S	765,293	36,201	853,205	29,319
Herald Examiner-S	304,756		365,068	13,680
Grand Total	11,180,500	4,549,697	10,577,563	4,171,998

**LOS ANGELES/SAN FERNANDO VALLEY, CALIF.**

Valley News-m	3,218,308	778,543		
*Valley News-S	1,148,819	74,720		
Grand Total	4,367,127	853,263		

NOTE: Valley News-m published 5 days a week only.

NOTE: Not measured by Media Records in 1978.

NOTE: Valley News began publishing a Monday edition Sept. 10, 1979.

Previously, this newspaper was published Tues. through Sun. only.

**MACON, GA.**

Telegraph (see note)	1,334,935	67,597	1,391,553	84,218
*Telegraph & News-S	695,861	41,643	755,020	22,585
Grand Total	2,030,796	109,660	2,146,573	106,803

NOTE: Telegraph-m and News-S sold in combination Man. through Fri. Linage of one edition Telegraph-m is shown.

**MANCHESTER, N.H.**

Union Leader-d	1,523,247	123,724	1,375,517	
*New Hampshire News-S	787,450	120,332	880,893	
Grand Total	2,320,697	244,056	2,256,410	

**MEMPHIS, TENN.**

Commercial Appeal-m	2,737,540	137,546	2,617,086	213,498
Commercial Appeal-S	1,422,910		1,303,619	91,556
Press-Scimitar-e	1,682,107	134,170	1,622,110	141,558
Grand Total	5,842,557	271,716	5,572,815	446,612

NOTE: Commercial Appeal-m and S and Press-Scimitar-e changed from eight to nine column July 1, 1975.

**MIAMI, FLA.**

Herald-m	4,264,762	1,340,802	4,339,512	1,093,235
Herald-S	2,445,978	726,851	2,106,003	862,615
News-e	1,833,047	217,660	1,846,958	466,612
Grand Total	8,543,787	2,089,413	8,292,473	2,002,462

NOTE: Herald-m and S and News-e changed from eight to six-column Mar. 3, 1975.

**MILWAUKEE, WISC.**

Sentinel-m	1,896,836		1,865,517	90,200
Journal-m	3,550,359	565,273	2,906,170	704,848
Journal-S	2,219,625	368,066	1,867,796	755,106
Grand Total	7,666,820	941,259	6,639,483	1,750,154

NOTE: Sentinel-m, and Journal-e and S changed from eight to nine-column Oct. 1, 1979.

**MINNEAPOLIS, MINN.**

Tribune-m	1,875,508	145,808	1,688,092	78,211
Tribune-S	2,008,350	462,184	1,637,444	491,140
Star-e	1,264,687	510,732	2,396,640	635,157
Star & Tribune-S	439,455			
Grand Total	6,477,000	1,118,724	5,722,376	1,204,508

NOTE: Tribune-m and S and Star-e changed from eight to six-column May 5, 1975.

NOTE: Tribune-m and Star-e had a combined sat. edition in 1978.

The Linage is shown in the Star-e. For 1979 the sat. edition is listed separately and the Tribune-m and Star-e are published 5 days a week only.

**NASHVILLE, TENN.**

Banner-e	2,460,961	165,936	2,454,509	115,232
Tennessean-m	2,490,713	172,048	2,505,832	115,120
*Tennessean-S	1,475,226	159,128	1,342,004	135,112
Grand Total	6,426,900	497,112	6,302,345	365,464

NOTE: Tennessean-m and S, and Banner-e changed from eight to nine-column Jan. 2, 1978.

**NEW YORK, N.Y.**

Times-m	3,310,260	124,200	3,096,872	51,300
Times-S	3,046,235	1,248,075	3,146,159	943,026
News-m	1,583,215	1,463,046	1,784,675	1,282,955
News-S	971,331	1,752,808	917,038	1,646,806
Post-e	764,966		818,728	
Grand Total	9,676,007	4,588,129	7,962,970	3,924,087

NOTE: Times-m and S changed from eight to six-column Sept. 7, 1976.

News-m and S changed from five to six-column Sept. 6, 1976.

**NEWARK, N.J.**

Star Ledger-m	3,281,544	165,807	3,084,650	135,563
*Star Ledger-S	2,319,860	252,984	2,203,406	282,052
Grand Total	5,601,404	418,791	5,288,056	417,615

NOTE: Star Ledger-m and S changed from eight to nine column Sept. 7, 1976.

**OAKLAND, CALIF.**

Tribune-m	2,283,154	298,706	2,182,444	176,211
*Tribune-S	1,073,823	98,960	1,145,472	67,536
Grand Total	3,357,077	397,666	3,327,916	243,747

**ORANGE COUNTY, CALIF.**

Register-d	5,246,592	95,952	4,943,489	72,608
*Register-S	1,982,846		1,698,188	
Grand Total	7,229,438	95,952	6,641,677	72,608

**PASADENA, CALIF.**

Star News-d	1,224,387	180,954	1,040,271	245,058
*Star News-S	438,537	28,208	443,260	15,165
Grand Total	1,662,924	209,162	1,483,531	260,223

**PASSAIC, N.J.**

Herald News-e	1,116,484	143,368	1,182,326	202,036
*Herald News-S	493,536	180,300	474,802	151,833
Grand Total	1,610,020	323,668	1,657,128	353,869

NOTE: Herald News-e changed from eight to nine-column Oct. 4, 1976.

News-sat. changed from nine to tabloid six-column Sept. 2, 1978.

**PATERSON, N.J.**

News-d	951,888	144,120	1,003,771	78,312
NOTE: News-m changed from eight to nine-column Sept. 19, 1977.				
News-sat. changed from nine to tabloid six-column Aug. 26, 1978.				

**PEORIA, ILL.**

Journal Star-d	1,891,809	102,424	2,297,340	91,072
*Journal Star-S	1,005,077	110,152	1,075,707	79,784
Grand Total	2,896,886	212,576	3,373,047	170,856

**PHILADELPHIA, PA.**

Bulletin-e	1,929,379	616,049	1,976,316	659,502
*Bulletin-S	677,588	453,357	749,931	415,990
Inquirer-m	2,235,334	181,946	2,053,006	201,479
Inquirer-S	2,000,297	540,924	1,908,625	500,047
News-e	996,155	21,840	1,046,924	13,392
Grand Total	7,838,753	1,814,116	7,716,802	1,790,410

NOTE: Bulletin-e and S changed from eight to six-column May 19, 1975.

Inquirer-m and S changed from eight to six-column May 19, 1975.

News-e changed from six to five-column May 19, 1975. The data in this report covering the News-e reflects the converted lineage to six-column format.

**PITTSBURGH, PA.**

Post Gazette-m	1,218,160	154,422	1,148,118	196,826
Press-e	2,485,278	225,157	2,375,008	265,864
*Press-S	1,955,427		1,920,548	
Grand Total	5,658,865	379,579	5,443,674	462,690

NOTE: Post Gazette-m and Press-e and S changed from eight to nine-column Sept. 1, 1975.

**PROVIDENCE, R.I.**

Bulletin-e	1,941,305	558,145	1,893,765	448,472
Journal-m	1,805,326	467,339	1,698,510	395,341
Journal-S	1,634,557	129,136	1,646,122	169,264
Grand Total	5,381,188	1,154,620	5,238,398	1,013,077

NOTE: Bulletin-m and Journal-m have a combined sat. edition. The lineage is only shown in the Bulletin-e.

NOTE: Bulletin-m and Journal-m and S changed from eight to nine column Oct. 1, 1977.

**ROCHESTER, N.Y.**

Democrat & Chronicle-m	1,818,671	168,512	1,877,489	266,332
Democrat & Chronicle-S	1,253,957	115,792	1,211,329	112,740
Times Union-e	1,588,801	123,187	1,736,136	178,440
Grand Total	4,661,429	407,491	4,824,954	557,512

NOTE: Democrat & Chronicle-m and S and Times Union-e changed from eight to nine-column Oct. 20, 1975.

**SACRAMENTO, CALIF.**

Bee-m	3,485,681	628,207	3,312,660	699,456
*Bee-S	1,315,382	461,352	1,133,206	240,542
Union-m	2,533,198	340,664	2,533,063	221,424
*Union-S	649,848	226,944	770,203	
Grand Total	7,984,109	1,656,567	7,749,132	1,161,332

NOTE: Bee-e and S and Union-m and S changed from eight to nine-column Sept. 1, 1975.

**ST. LOUIS, MO.**

Globe Democrat-m	2,159,741	245,834		
Globe Democrat-we	1,188,190			
Post Dispatch-S	2,341,301	211,457		
*Post Dispatch-S	799,825	48,320		
Grand Total	7,984,109	505,811		

NOTE: Globe Democrat-m published 5 days a week only.

NOTE: Post Dispatch-e and S and Globe Democrat-m and weekend changed from eight to nine column Apr. 5, 1976.

NOTE: All newspapers did not publish Dec. 1 through Dec. 31, 1978 due to strike conditions.

**ST. PAUL, MINN.**

Pioneer Press-m	1,271,357	1,145,236		
*Pioneer Press-S	1,572,993	1,650,129		
Dispatch-e	2,305,989	295,893	2,198,241	338,610
Grand Total	5,150,339	295,893	4,993,606	338,610

NOTE: Pioneer Press-m and Dispatch-e has a combined sat. edition. The lineage is shown in the Dispatch-e.

NOTE: Pioneer Press-m and S and Dispatch-e changed from eight to six column May 5, 1975.

**ST. PETERSBURG, FLA.**

Independent-e	2,287,545	53,151	2,248,226	18,176
Times-m	3,385,894	1,040,519	3,348,791	847,737
*Times-S	1,524,439	473,656	1,548,322	399,822
Grand Total	7,197,878	1,587,326	7,145,339	1,265,335

**SALEM, OREGON**

Oregon Statesman-m	2,787,088	2,808,442		
*Statesman Journal-S	920,488	929,220		
Capital Journal-e	2,050,295	2,042,887		
Grand Total	5,757,871	5,780,549		

NOTE: Oregon Statesman-m, Capital Journal-e and Statesman-Journal-S changed from eight to nine column Oct. 1975.

**SAN ANTONIO, TEXAS.**

Express-m	3,025,920	302,072	2,937,416	283,808
*Express-News-S	1,462,192	217,064	1,371,915	111,856
Express-News-Sat.	642,491		583,313	
News-e	2,472,130	258,040	2,480,801	188,752
Light-S	2,985,942	326,688	3,105,673	113,986
Light-Sat	1,512,092	234,968	1,596,270	
Grand Total	12,606,121	1,338,832	12,536,745	698,402

NOTE: Express-m, News-e and Light-S published 5 days a week only.

NOTE: Express-m, Express News-S and Sat., News-e and Light-S, e and Sat. changed from eight to nine-column; Express-m, Express-News-S and Sat. Jan. 19, 1977; News-e Jan. 18, 1977 and Light-S, e and Sat. June 15, 1976.

**SAN DIEGO, CALIF.**

Union-m	4,051,928	161,224	3,837,370	108,799
*Union-S	1,760,142		1,510,099	35,024
Tribune-e	1,287,688	160,686	1,124,467	75,827
Grand Total	10,020,408	321,910	9,471,936	219,650

Union-m	4,031,726	1,011,224	3,637,970	100,777
*Union-S	1,700,792		1,510,099	35,024
Tribune-e	4,267,688	160,686	4,124,467	75,827
Grand Total	10,020,408	321,910	9,471,936	219,650

**SAN FRANCISCO, CALIF.**

# Linage—(Cont'd from page 39)

1979				1978				1979				1978			
FULL RUN PART RUN FULL RUN PART RUN				FULL RUN PART RUN FULL RUN PART RUN				FULL RUN PART RUN FULL RUN PART RUN				FULL RUN PART RUN FULL RUN PART RUN			
1979				1978				1979				1978			
FULL RUN PART RUN FULL RUN PART RUN				FULL RUN PART RUN FULL RUN PART RUN				FULL RUN PART RUN FULL RUN PART RUN				FULL RUN PART RUN FULL RUN PART RUN			
BANGOR, ME.				BIRMINGHAM, ALA.				BRANTFORD, ONT.				BURLINGTON, VT.			
Daily News-m				2,752,582				2,793,728				271,530			
1,674,702				1,619,686											
News-e				1,478,106				1,503,054							
News-S				1,534,974				1,539,202							
Grand Total				5,765,662				255,506				5,835,984			
271,530															
BRANTFORD, ONT.				BURLINGTON, VT.				CASPER, WYO.				DAVENPORT, IOWA			
Expositor-e				1,788,290				1,683,929							
Free Press-m				1,874,348				2,268,952							
Grand Total				2,092,790				2,550,114							
NOTE: 1978 was a five week month and 1979 is a four week month.															
STAR-TRIBUNE, M.S.				2,407,062				2,054,500							
NOTE: Includes inserts—144,732 lines in 1979; 125,328 lines in 1978.															
Family weekly not included, 60,066 in 1979.															
DAVENPORT, IOWA				DES MOINES, IOWA				DOVER, DELAWARE							
Quad-City Times-e/m				3,977,610				3,145,688							
Quad-City Times-S				904,302				999,144							
Grand Total				4,881,912				4,143,832							
Register-m				895,626				327,018				226,978			
Tribune-e				1,418,784				1,252,572							
Reaper-S				1,018,008				63,957				100,675			
Grand Total				3,332,420				390,975				327,653			
DOVER, DELAWARE				DELAWARE STATE NEWS-S				1,124,048				1,206,822			
NOTE: Figures shown are on 8-column basis.															
EDMONTON, ALTA.				FORT WAYNE, IND.				FORT WORTH, TEX.				INDIANAPOLIS, IND.			
Journal-e				4,564,331				4,411,667							
News-Sentinel-e				2,210,278				23,814				2,234,876			
Journal-Gazette-m				1,730,120				1,723,736							
Journal-Gazette-S				881,356				849,856							
Grand Total				4,821,754				23,814				4,808,468			
STAR-TELEGRAM, M.				3,519,752				422,978				3,196,248			
Star-Telegram-e				3,304,796				485,140				3,184,874			
Star-Telegram-S				2,106,090				181,556				1,763,188			
Grand Total				8,930,638				1,089,674				8,144,346			
NOTE: Includes inserts and zone editions for Dec. 1979.															
INDIANAPOLIS, IND.				KETCHICHER-WATERLOO, ONT.				LETHBRIDGE, ALTA.				LINCOLN, NEB.			
Star-m				3,079,280				3,013,611							
News-e				2,234,308				2,223,077							
Star-S				1,740,176				1,673,249							
Grand Total				7,053,764				6,910,437							
Record-e				2,754,177				2,779,402							
HERALD-e				1,572,916				1,519,438							
JOURNAL-STAR-D/S				2,499,966				2,312,814							
NOTE: Includes inserts—573,020 lines in 1979; 456,582 lines in 1978.															
LOUISVILLE, KY.				MADISON, WISC.				MERIDEN, CONN.				MONROE, LA.			
Courier-Journal-m				2,535,248				2,604,299							
Louisville Times-e				2,644,497				2,725,824							
Courier Times & Times-S				1,935,692				1,770,593							
Grand Total				7,115,437				7,100,716							
NOTE: ROP display linage is published on 6 column basis but converted to 8-column basis above. Classified published and reported on 10-column basis.															
MADISON, WISC.				MERIDEN, CONN.				MONROE, LA.				NEWPORT NEWS, VA.			
Capital Time-e				2,340,842				2,184,112							
State Journal-m				2,364,068				2,217,390							
State Journal-S				938,322				1,160,320							
Grand Total				5,643,232				5,561,822							
NOTE: 6-column pages converted to 8-column. Includes legal.															
MERIDEN, CONN.				MONROE, LA.				NEWPORT NEWS, VA.				NORFOLK, VA.			
Record-Journal-m				1,304,772				1,258,418							
World-m				2,003,848				2,061,542							
News-Star-e				1,772,526				1,889,370							
World-S				587,594				774,998							
Grand Total				4,363,968				4,725,910							
Gazette-m				3,450,456				3,109,239				Star-Herald-mS			
Le Devoir-m				502,259				522,285				1,123,890			
Le Dimanche-Matin-S				365,775				328,875				NOTE: Includes Family Weekly—66,250 lines in 1979; 66,497 lines in 1978.			
Grand Total				4,318,690				3,960,399							
NOTE: Le Dimanche-Matin includes inserts—66,638 lines in 1979; 53,500 lines in 1978.															
NASHUA, N.H.				NEWPORT NEWS, VA.				NORFOLK, VA.				SEATTLE, WASH.			
Telegraph-e				1,794,198				1,575,868				2,788,388			
Daily Press-m				2,328,774				2,490,558				Post-Intelligencer-m			
Times-Herald-e				2,189,628				2,294,392				1,788,794			
Daily Press-S				1,512,546				1,538,096				Post-Intelligencer-S			
Grand Total				6,030,948				6,325,046				646,583			
Virginian-Pilot-m				2,788,388				193,010				Grand Total			
Ledger-Star-e				2,362,573				494,973				2,435,377			
Virginian-Pilot & Ledger-Star-S				1,649,786				293,660				Times-eS			
Grand Total				6,800,747				981,643				4,354,532			
NORTH BAY, ONT.				NORTH PLATTE, NEB.				NORFOLK, VA.				SOUTH BAY (TORRANCE), CALIF.			
Nugget-e				1,286,976				1,099,457				Breeze-e			
Telegraph-mS				981,199				904,876				3,792,880			
NOTE: Includes Family Weekly—66,101 lines in 1979; 66,305 lines in 1978.												3,676,456			
ODGEN, UTAH				OKLAHOMA CITY, OKLA.				OKLAHOMA-S				SPOKANE, WASH.			
Standard-Examiner-e				2,358,894				2,171,730				Spokane-Review-m			
Standard-Examiner-S				976,734				939,338				Spokane-Review-S			
Grand Total				3,335,628				2,111,268				1,813,859			
NOTE: Sunday includes Family Weekly—66,794 lines in 1979; 68,096 lines in 1978.												Daily Chronicle-e			
OKLAHOMA-m				2,480,714				803,231				Grand Total			
Okla-Herald-m				2,372,038				803,575				4,713,594			
Okla-Herald-S				1,596,894				1,624,207				4,568,710			
Grand Total				6,449,642				1,606,806				6,523,822			
OMAHA, NEB.				ORLANDO, FLA.				OTTAWA, ONT.				TACOMA, WASH.			
World-Herald-mS				4,261,152				4,088,644				News-Tribune-e & Tribune-Ledger-S			
Sentinel Star-a/d S				4,414,452				1,059,352				3,837,806			
OTTAWA, ONT.				PALM SPRINGS-PALM DESERT, CALIF.				PHOENIX, ARIZ.				TOLEDO, OHIO			
Le Droit-e				1,905,574				1,894,980				Blade-e			
Desert Sun-e				1,771,132				1,533,923				Blade-S			
Republic-m				5,261,942				217,014				Grand Total			
Gazette-e				4,918,970				217,014				2,630,932			
Republic-S				2,687,860				2,111,606				1,451,119			
Grand Total				12,868,772				434,028				4,082,052			
Press Herald-m				1,361,163				1,272,593				3,930,235			
Express-e				1,257,767				1,178,197				Daily Capital-m			
Telegraph-S				780,745				802,747				State Journal-e			
Grand Total				3,399,695				3,253,537				Capital-Journal-S			
OREGONIAN-mS				PORTLAND, ORE.				PORTLAND, VA.				TORONTO, ONT.			
Oregon Journal-e				2,021,670				1,850,176				Star-e			
Grand Total				8,433,068				7,901,040				Sun-mS			
Times-m/Eagle-e				1,815,475				1,798,487				2,096,784			
Eagle-S				931,241				822,158				Grand Total			
Grand Total				2,746,716				2,620,645				6,331,791			
Times-Dispatch-m				2,125,710				2,149,140				5,888,180			
News-Leader-e				1,728,158				1,746,825				Star-m			
Times-Dispatch-S				1,610,590				1,397,605				Citizen-e			
Grand Total				5,464,458				5,293,570				Star-S			
NOTE: Port-run and comics not included.												1,340,514			
RIVERSIDE, CALIF.				SANTA BARBARA, CALIF.				SEATTLE, WASH.				TACOMA, WASH.			
Enterprise-m				2,456,034				2,345,952				News-Tribune-e & Tribune-Ledger-S			
Press-e				2,127,408				2,049,484				3,837,806			
Press-Enterprise-S				641,494				544,796				3,851,904			
Grand Total				5,225,136				4,940,334							
NOTE: Parade linage or preprinted inserts not included.															
SANTA BARBARA, CALIF.				SEATTLE, WASH.				SOUTH BAY (TORRANCE), CALIF.				SPOKANE, WASH.			
News-Press-eS				3,323,530				3,013,780				Spokane-Review-m			
NOTE: Parade linage not included.												1,791,249			
Telegraph-m				1,170,397				1,170,397				Spokane-Review-S			
Gazette-e				1,173,914				1,090,215				Daily Chronicle-e			
Telegraph-S				1,159,491				1,053,161				Grand Total			
Grand Total				3,503,802				3,260,394				4,713,594			



## NEA launches religion column in March

The religion editor of the *Cleveland Press*, George R. Plagenz, will begin a new column for Newspaper Enterprise Association in March.

Plagenz, a veteran newsman and ordained minister who also reports on religion for Scripps-Howard Newspapers, will write on personal religious issues and values that concern Americans today.

Before enrolling at the Harvard Divinity School, Plagenz had been a sports-writer for the *Cleveland Press*. And upon graduation from Harvard, he became assistant pastor of the historic King's Chapel in Boston. He did some radio news broadcasting and feature writing in Boston before returning to the Press as religion editor in 1970.

Plagenz says he primarily echos what people in the pews are really thinking. "In the last few years we've heard some very avant-garde views on morality. I think my column speaks for the average person."

The new column for NEA will be weekly.

\* \* \*

Worldwide serialization of former president Richard Nixon's new book, "The Real War: 1946-1999" is being handled by the New York Times Syndication Sales Corporation. Excerpts will be released in April.

The syndicate will serve as exclusive agent for both the first serial newspaper and magazine syndication rights in all languages throughout the world and the volume rights in all languages outside the U.S. and Canada.

The new book deals exclusively with foreign policy and offers an analysis of a world in crisis. Nixon draws the conclusion that lack of a cohesive U.S. foreign policy and its eroding nuclear advantage threatens to undermine the leading role of the West and perhaps freedom itself.

\* \* \*

The board of directors of BP Singer Features, Inc., in Anaheim, California, has decided to change the corporation name to SCI/Singer Communications, Inc. according to an announcement by Natalie Carlton, acting president.

\* \* \*

Barbara Gibbons, whose "Slim Gourmet" column is with United Feature Syndicate, is the author of a new cookbook published by Harper & Row.

The paperback titled "Lean Cuisine" is filled with 368 low-fat, low-calorie recipes.

Gibbons predicts that the 80s will bring a turnaround in the American menu. Food companies, restaurants and home



George R. Plagenz

cooks are responding to efforts to get people to eat less fat, sugar and salt and less red meat but more fruits and vegetables and whole grains, in her opinion. The "Lean Cuisine" recipes follow the theme—without shortcutting enjoyment of food.

\* \* \*

Syndicated soap opera columnist Jon-Michael Reed, who writes "Tune in Tomorrow" for United Feature Syndicate, is serving as a consultant for a special ABC-TV's "20/20" program feature on the soaps.

Reed will lecture on the soap operas in May at the State University of New York, Buffalo.

His UFS columns 3-a-week includes two each week on inside news, Q & As and interviews, while the 3rd most popular column is summaries of the previous week action on major soaps.

Reed is editor of *Afternoon TV Magazine*.

\* \* \*

The 77-year-old Chapman Syndicate, which over its lifetime provided many a newspaper reader with book fiction, short stories and serials, "quietly went out of existence" in late January, according to owner Gerard Chapman of Mill River, Mass.

The syndicate, which had almost wholly devoted itself to reprint fiction, was established in Chicago in 1903 by William Gerard Chapman. When the elder Chapman died in 1945, son Gerard went to Chicago and took over the business, moving operations East in 1946.

Over the years, the founder began to

concentrate on syndicating short and continued stories. They were reprint material from magazines and sold to the secondary market of newspapers, farm magazines and house organs. During the 1920s the business burgeoned in the United States and in Canada. Even during the Depression, the syndicate did well as newspapers and farm magazines endeavored to keep circulation by using fiction as a feature.

The syndicate reached its peak in the early 50s, as Gerald notes, but what the Depression years had not done, the changing times of the 50s did. Television and fact pieces displaced fiction as used by the newspapers.

Chapman recalls that after 1952, customers defected in droves, most newspapers abandoning fiction. By 1970 two weeklies were left—*Capper's Weekly* in Kansas and *Grit*, the national weekly in Williamsport, Pa. *Capper's* signed off in 1978 and when *Grit* notified Chapman last month that it was discontinuing serials, the owner closed the operation.

## Photo experiment in Canada awaits new election

Photographs of Canadian MPs in Commons action during the last session of Parliament are locked in a vault waiting out the February 18 election campaign.

The pictures were taken during question periods as part of an experiment authorized by Speaker James Jerome to see whether news photographers should be allowed inside Commons on a permanent basis. At the time, it was agreed the pictures would not be used until party House leaders and caucuses approved the idea, and the photos were turned over to Speaker.

But needed approval was not obtained before the Progressive Conservative government was defeated in the Commons last month and Parliament was dissolved for the election. The photographs had to be locked away until the next session gets under way and a decision is made on still photography by a new Speaker and the parties.

Jerome has been appointed an associate chief justice of the Federal Court of Canada and is not seeking re-election. Jerome's experiment was initiated at the end of October with Canadian Press and United Press Canada photographers participating.

A spokesman for Jerome said that they had many requests for the photos from MPs, who wanted to impress constituents with their pictures.

Canadian news organizations have been seeking access to the Commons for still photographers in the last years since television has been allowed to record daily proceedings.

# AP to install 400 satellite earth stations this year

The Associated Press this week announced plans to install 400 satellite earth stations during 1980.

The equipment will be purchased from California Microwave, Inc. of Sunnyvale, California, for about \$4 million dollars.

The AP-owned system will initially carry the AP Radio Network, the RKO Radio Stereo Network and all Associated Press high-speed data services.

The AP has invited all news agencies to join the AP system on a shared-cost basis. RKO was the first to accept and AP president and general manager Keith Fuller said he expected others to do so.

"Our offer to them stands and will stand," he said.

He noted that transmission of several news-wire and audio services from the same transponder in the same satellite means that a broadcast station or newspaper will need only one earth station to receive multiple services.

The satellite system will provide audio fidelity of much higher quality than has

been economically feasible on circuits leased from the telephone company and it will stabilize the costs of high-speed news-wire transmission. AP Radio will be provided with an audio range of 8 Kilohertz; it is now 2.5 kHz in most areas.

"This is a momentous event. We are all proud of the years of effort that have brought it about," Fuller said.

Fuller said the first 50 earth stations would be installed and operational by April 1980. There will then be a short pause as the additional units are manufactured, with all 400 scheduled to be in service by the end of the year.

The length of the pause will be determined by the FCC whose approval of a 19 dbw power level in the satellite is a condition for expansion beyond 50.

Fuller said AP is flexible on the question of ownership of earth stations. However, the consensus of members is that AP should own, maintain and operate the network of earth stations, which will be located on property owned by

broadcast stations or newspapers throughout the country.

The majority of the terminals will be 10 feet in diameter, AP Vice President for Communications Dave Bowen said.

The earth stations will receive signals from a Western Union Satellite parked in stationary orbit over the Equator.

Fuller and Bowen said that the number of earth stations will eventually grow well beyond the initial number as AT&T savings materialize and as other organizations join the system.

"We are providing a quantum leap in the dissemination of news and information to the American people," Fuller said.

"I can't think of a more worthwhile contribution to the America of the 1980's than satellite news distribution," he said.

## N.Y. Times records most profits ever

The New York Times Company reported record earnings and revenues for both the fourth quarter and for 1979 and the New York Times newspaper recorded the highest operating profit ever—\$27.4 million on annual revenues of \$394.1 million.

Ad volume for the Times was 84.5 million lines in 1979, up from 62.3 million in 1978 (which included 88 days that the paper was shut down due to a strike.) In 1977, the paper carried 81.6 million lines of advertising.

Fourth quarter earnings for the Times Company were \$11.6 million compared to \$2.5 million recorded during the same period in 1978. The fourth quarter of 1978, however, was effected by the 88 day newspaper strike. During the last quarter of 1977, the Times posted earnings of \$7.9 million.

Net income for 1979 rose to \$36.4 million, up from \$15.6 million recorded in 1978. The 1977 net income was \$26.1 million.

Fourth quarter revenues in 1979 reached \$184.1 million, compared to \$115.3 million registered in the same quarter of 1978. In 1977, the Times Company had fourth quarter revenues of \$142.8 million.

Overall revenues for 1979 were \$653.1 million, up from \$490.6 million in 1978 and up from \$511.1 million in 1977.

## Agency moves

World Wide Agency, Inc., specialist in recruitment advertising, will move its Los Angeles corporate headquarters in mid-March.

The new 22,000 square foot office will be located in the Harbor Insurance Building at 4201 Wilshire Blvd., Los Angeles. World Wide has 29 offices in the United States and is a subsidiary of J. Walter Thompson.

## N.Y. Times Co. and Finnish paper firm form partnership

The New York Times Company and the Finnish papermaking firm of Myllykoski Oy have formed, through subsidiary companies, a partnership to expand production of a supercalendered-paper mill in Madison, Maine.

The goal of the partnership is to get the mill to produce the largest amount of this magazine-type paper in North America.

Myllykoski Oy is the world's largest producer of supercalendered paper. The company will have a 60 per cent interest in the mill and the Times will have a 40 per cent equity interest.

A major step in the expansion will be the addition of a high-speed papermaking machine manufactured by Valmet Oy of Finland.

"We see Madison as an attractive way to obtain a domestic source of supply for a paper we now import," said Walter Mattson, president of the New York Times Company.

The expanded mill has a rated capacity of 210,000 tons annually, Mattson said.

The *New York Times Magazine* is printed on supercalendered paper, an uncoated grade of paper with a printing quality that provides glossy, bright color reproduction similar to that of coated paper, and at a lower cost.

The Times Magazine is a section of the Sunday Times.

Financing of the project has been arranged through a group of U.S. and

Canadian banks consisting of the Toronto Dominion Bank, the Bank of Montreal, Morgan Guaranty Trust Company of New York and Chase Manhattan Bank, New York. First Boston Corporation is the investment banker for the partnership.

The Times Company already has minority equity interests in three newsprint mills in Canada—Spruce Falls Power and Paper Company, Limited, in Ontario, and Gaspesia Pulp and Paper Company Ltd. and Donohue Malbaie Inc. in Quebec—which supply most of the regular newsprint requirements of The Times.

## Guild gets fat contract

A new, three-year New York Guild contract with Standard & Poor's Corp., the financial reporting firm, raises top minimum salaries by as much as \$191.50 a week.

The \$191.50 increase goes to the top minimum for senior analysts and associate managers, putting those with more than 3 years experience at \$854.75 a week by January 1, 1982, the beginning of the contract's third year. This is believed to be the highest minimum listed in any Guild contract.



## Barbosa succeeds Canel as IAPA general manager

Ruy P. Barbosa, of Brazil, has been appointed general manager of the Inter American Press Association, with headquarters in Miami. He will take over from James B. Canel, who is retiring May 1.

IAPA President George Beebe, associate publisher of the *Miami Herald*, in making the announcement, said: "I am confident the appointment of Ruy Barbosa will ensure the continued growth of the IAPA in numerical strength and influence."



Barbosa



Canel

"He is an experienced journalist who deeply shares the IAPA's ideals and its main reason for existence since its founding in 1942—the defense and promotion of freedom of information and opinion in the western hemisphere."

For the last three years Barbosa has been correspondent in Washington for O

*Estado*, of Sao Paulo. He began his journalism career in 1960 as a reporter for the *Gazeta de Ipiranga* and later with Editora Abril, publisher of the news magazine *Veja*. Since 1964 he has been connected with O Estado, in a variety of editorial positions, with Radio Eldorado and O Estado's national news service.

Barbosa is a graduate of the law school of the Pontificia Universidade Catolica De Sao Paulo and in 1970 was a fellow of the World Press Institute, of St. Paul, Minn.

In 1971 he received an IAPA scholarship for study in the U.S.

Canel has served two different periods spanning 17 years as IAPA general manager. Born in Montevideo, Uruguay, he attended private schools in Cuba and went to work for the *Havana Post* in 1933 until 1938 and then with *Havana PM* until 1940. He also represented Agence Havas and Reuters in that period.

After a short spell with Crosley Radio, 1941-42, he joined United Press then served with the 94th Infantry Division in Europe and rejoined UP from 1945 to 1953.

Canel became general manager of IAPA in 1953 and served until 1960. After a year with Alliance for Progress as consultant and then with Time-Life from 1961 to 1969, he returned to IAPA as general manager in 1970.

He has received a Maria Moors Cabot Award from Columbia University and an Americas Foundation award.

IAPA President Beebe told E&P: "He has been a strong leader for more than 20 years in the IAPA fight to retain as much press freedom in the western hemisphere as possible. He has been a scrapper, and the IAPA record shows it."

## Staff changes made at Pittsburgh Press

Recent promotions and additions at the *Pittsburgh Press* include Kathryn E. Davis to Administrative Assistant to the Editor. Davis, who has been with the Press since 1949, was previously an executive secretary.

In her new position, she will monitor editorial expenses and serve as administrative liaison between news and other departments at the Press.

Bill Korber, 38, previously the advertising manager at the *Latrobe Bulletin*, replaced salesman Paul Watkins who retired.

Five additions to the retail advertising staff of the Press and *Post Gazette's* new weekly suburban editions include: Marty Kumer, 45, previously a sales representative from the *McKeesport Daily News*; Regina Lucas, 30, a salesperson from *Pittsburgher Magazine*; and from a suburban Pittsburgh newspaper group: are Denise Macyko, 22, Dan C. Sadler, 25, and Rick Vaccarelli, 29.

## Misredemption

(Continued from page 9)

"At one paper (where the pilot test was conducted) ABC auditors were able to go into the paper, get their hands on a bunch of coupon inserts, and walk out the front door undetected," he said.

This could lead to organized coupon misredemption if the coupons got into the wrong hands, he said.

"Let me be clear and point out that the largest part of the misredemption problem occurs at the retailer level," he said. "This part of the problem is one that manufacturers must address themselves to. It has nothing to do with the newspaper's distribution practices and it is not an area in which the ABC can concern itself."

However, Simko said, "Our discussions with advertisers and newspapers and our in-depth analysis of newspaper coupon handling practices have revealed that the medium may be unwittingly contributing to coupon misredemption through a lack of uniform and intensive controls on the handling and distribution of coupon materials."

"We know newspapers have a legitimate desire to make advertising investments in their medium as effective as possible," Simko said. "The tightening of coupon handling controls contributing to even a small reduction in misredemption is clearly another step in the right direction."

## Contest for business writers in Colorado

A group of friends of Morton Margolin, business editor of the *Rocky Mountain News* when he died in December, 1978, have established a contest in his honor for business reporters in Colorado.

The first award, a cash prize for \$500, will be given in May. Judging will be by members of the faculty of the College of Business Administration of the University of Denver. The deadline for entries is April 1. An entry fee of \$15.00, payable to the Morton Margolin Fund, is required.

For additional information, contact the Dean of the College of Business Administration, University of Denver, Denver, Colo. 80208.

## Correction

It was incorrectly reported in the February 9 issue of E&P that Elizabeth Huckle became publisher, *Concord* (N.C.) *Tribune*, after the death of her husband. She actually took over as publisher after the death of her father, A.W. Huckle.

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AUTO COLUMN, straight from Detroit action! cover. \$25 a month. Janicki, 37825 Santa Barbara, Mt Clemens MI 48043.

### BOOK REVIEWS

BOOK REVIEW—Author interview column, 600 words. Timely, wide ranging, written by experienced critic. Samples: RK/Reviews, 1445 Chandler Dr, Fairlawn NJ 07410.

### BUSINESS

FORECASTS—Weekly column on what's happening and what's going to happen economically—what the pros and experts say about how events current and coming will affect business, jobs, money. Well written. James Co., Box 341, Newbury OH 44065.

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### COUNTRY WESTERN MUSIC

COUNTRY CORNER—by Doug Davis. Country-Western music's most widely read columnist answers readers questions surrounding one of the country's most popular music forms. For samples and rates write or call, TV Compulog Services, Inc, Farmingdale NY 11735, (516) 752-9454.

### CURRENT AFFAIRS

"RECOGNITION" articles 250-1200 words analyze current events from a fundamental viewpoint, discusses principles to apply written in clear, understandable style. Box 32199, Editor & Publisher.

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### ENTERTAINMENT

SHOWCASE—by Steve Walz. A weekly column covering all fields of entertainment. Gossip information and tidbits on people and happenings in the public eye. For samples and rates, write or call TV Compulog Services, Inc, 1640 New Highway, Farmingdale NY 11735. (516) 752-9454.

### GENERAL

FOR THE ONE publisher in 10 really serious about promotion—The Bottom Line tells your local merchant why he should use more newspaper advertising. Weekly questions and answers by publisher-professor use fact, logic and humor. S. Gale Denley, The Journal, Box 278, Bruce MS 38915.

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### MONEY

SMALL BUSINESS COLUMN: Popular and practical feature for your local business community. Provides expert advice for the self-employed. Featured in Newsday, Philadelphia Bulletin and other fine newspapers. Free samples. M. Stevens, 15 Breckenridge Rd, Chappaqua NY 10514.

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### REAL ESTATE

HOUSE CALLS—Citation for recent national award says "entertaining format, concise, solid writing skills and a wealth of real estate knowledge." 6th year, major dailies. Edith Lank, 240 Hemingway, Rochester NY 14620. (716)271-6230.

### RECORD REVIEWS

RECORD REVIEW—Keep your readers informed. Everyone buys records!!! Contact: Imagine Magazine, PO Box 2715, Waterbury CT 06720. (203) 753-2167.

### SOAP OPERAS

SPEAKING OF SOAPS—By Mary Ann Cooper. America's favorite soap opera column covering one of America's favorite pastimes. Soap opera gossip, recaps and for the first time, previews of the next weeks episodes. For samples, rates and availability in your area, write or call TV Compulog Services, Inc, 1640 New Highway, Farmingdale NY 11735. (516) 752-9454.

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BASEBALL CONTEST builds ad sales, circulation. Dailies, weeklies. We do all judging. Hurry for exclusive your city. Allied Press International, Box 2291, Washington DC 20013. (202) 638-2749.

FROM THE SIDELINES—by Bernie Beglane. A weekly look at sports on a national level, from a viewpoint that is fresh and appealing. A real readership builder. Bernie has been around, benefit from his experience. For samples and rates, write or call TV Compulog Services, Inc, 1640 New Highway, Farmingdale NY 11735. (516) 752-9454.

### TAXES

FARM TAXES, popular weekly column in its sixth year is available in a few areas. For topical samples and prices write: Cricket, Box 527, Ardmore PA 19003.

### TELEVISION

VIEWER'S VOICE—Weekly TV question and answer column that can answer all your readers questions about stars, shows, movies—the world of entertainment. For samples, rates, write or call TV Compulog Services, Inc, 1640 New Highway, Farmingdale NY 11735. (516) 752-9454.

### WEEKLY

"BOOTSTRAPS" is basic. It's an interesting, competitive, habit-forming, 800 words of creative entertainment and cultural motivation for self-improvement. \$5 per week, 4 weeks free. Elm Hollow Syndicate, Box 403, Livingston Manor NY 12758.

## ANNOUNCEMENTS

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## ANNOUNCEMENTS

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## ANNOUNCEMENTS

### NEWSPAPERS WANTED

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## EQUIPMENT & SUPPLIES

### BUSINESS SYSTEMS

CREATIVE DATA SYSTEMS offers flexible business systems designed for IBM/GSD computers. Systems available include a total market coverage Circulation System, Display and Commercial Classified A/R, Transient Classified, Payroll A/P, Inventory and G.L. Circulation System provides on-line access to subscriber, route, carrier and service error data. Produces ABC, draw, bundle wrappers, truck manifest, mailing labels and carrier billing. Handles P/A billing and amortization. Display A/R has extensive sales comparisons, contract performance and salesperson effectiveness reports. Contact CDS, PO Box 23054, Kansas City MO 64141. (913) 381-1109.

(2) DATA PRODUCTS 4500 off-line printer systems. Each system consists of an 800/1600 BPI magnetic tape drive and an 1100 LPM printer. These systems will print any computer produced, printer image spool tape. Currently under Sorbus maintenance contract. Price \$5000 each. Contact: S.T. Watson, The Journal of Commerce, 445 Marshall St., Phillipsburg NJ 08865. (201) 859-1300.

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Variable lenses to 8". Fixed lenses up to 12". Compare our quality and service.  
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NAPP EQUIPMENT. Exposure unit, vacuum frame, integrator, washer, drying oven, plus some spare parts, price negotiable. Winona Daily News, 601 Franklin, Winona MN 55987. (507) 454-1643.

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1 week —\$3.10 per line.  
2 weeks —\$2.95 per line, per issue  
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Add \$3 per insertion for box service and count as an additional line in your copy.

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### Editor & Publisher

575 Lexington Ave., N.Y., N.Y. 10022  
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## EQUIPMENT & SUPPLIES

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## EQUIPMENT & SUPPLIES

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Mr Krewson

Shore Line Times Newspapers  
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7200—\$2800. Compuwriters—\$4000. 2961—\$2300. Keyboards—\$1200. Justwriters, FHN Business Products, Church Rd., Mt. Laurel, N.J. (609) 235-7614.

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15 x 24 x .030 ga. Dowtech,  
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GOSS URBANITE equipment. We own and offer complete presses, units, folders, and upper formers. Very early delivery. Used or remanufactured. O.N.E., Atlanta, GA. (404) 321-3992, Telex 700563.

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## EQUIPMENT & SUPPLIES

### PRESSES

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COTTRELL V-15A, 3 units, JF 7 folder  
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Cottrell V-15A add on unit

News King 2 units/folder  
Cottrell 2 position V-15A roll stand  
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Cottrell V-25, 4-10 units.  
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Goss Community add-on units, 1969-76.  
Goss Suburban 1500 series folder.  
Goss SU folder, double parallel.  
Goss Suburban, 8 units.  
Goss Suburban add-on units.  
Goss SC folders.

Goss folders: Urbanite, Suburban, SU, Community.  
Goss Urbanite folder, 1970.  
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Goss 4, 6, 8-position roll stand.  
Glegg flying imprinter 22%.

Fincor motor and control 40 and 75 HP.  
WANTED: Newspaper equipment and complete plants.

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Harris V-15A, 6 units, 2 folders.  
Harris V-15A unit.

Color King, 4 units.  
News King, 3 units and 4 units.  
Kansas inserter, 4 stations, "2 up" model.

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22 1/2% CUTOFF GOSS HEADLINER, 4 units  
2 half decks, 2 to 1 folder, available now.  
22 1/2% cutoff Hoe Colomat, 3 units, 2 half decks, available now.

4 Wood Autopasters.  
2 new Goss web width cut down kit.  
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Goss Suburban, 2 units, and folder.  
3 Wood single width reel tension pasters available now.

Now in our warehouse cleaned and painted or rebuilt.

4 unit Harris V22.  
3-1 unit Harris V22, and folders.  
4 unit Harris V15A.

4 unit Mergenthaler.  
1 Gregg imprinter.  
8 unit V15A.

6 unit Community SC folder, oil bath.

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4 unit Suburban.

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## EQUIPMENT & SUPPLIES

### PRESSES

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Goss Double Width folder, single delivery, 23 1/2%, complete with substructure, 1965.

Goss Headliner, 22 1/2%, 1957, 4 units, single delivery folder, with color decks.

Goss Unifolder folders, balloon, roll arms. Can be used on offset presses.

Two 60" Capco rewinders.

Two Wood reel, tensions and pasters.

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5 Unit Goss Suburban.

Two Dynaflex 15239 processors, with auxiliary platemaking equipment.

30 x 40 nuArc non-stop flip top.

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Press No. 2266 and 2267

9 Units

2 Color humps

2 Double 2:1 folders

1 Superimposed color unit (equivalent of 2 half decks)

2 Half decks

22 1/2% cutoff

90" Plate stagger

Tension plate lockup

Under-folder leads

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4 Angle bar nests—1-2 bar, 2-3 bar, 1-4 bar

Manual and power compensators

Goss reels, tensions and pasters

New G.E. controls (early 1978)

Unit dry motor rewound

Geared for 52,500 IPH

Now using 60" web width

Reels accommodate 40" diameter

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6-UNIT WOOD WEB OFFSET PRESS consisting of: 5 Wood units (1 stacked), capable of printing color as well as black and white, 1 Harris Cottrell 1650 (16 page) printing unit manufactured 1975, 2 color humps (1 on stacked unit) 1 Wood double 2:1 folder with double upper formers, 5 Wood Electro Tab reels, tensions and pasters, 1 Cline reel with wood paster, 1 GE SCR solid state press drive with 7-55HP motors, 1 Offen hot air dryer—10 foot, 3 single chink rolls, 22 1/2% cutoff and manufactured 1967. Complete with all standard accessories including such items as Baldwin water level devices, level detector, plate binder, transfer tables and reel room trackage, slitters, air bars, automatic blanket wash up device, etc.

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## EQUIPMENT & SUPPLIES

### PRESSES

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## EQUIPMENT & SUPPLIES

### PRESSES

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- Pako Processor Model 24.5-1 Super G, Serial 007001
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- 15 H.P. drive operator stations, motor Var. G.E. for King Press

Contact Francis Connolly at 301-822-1500.

### WANTED TO BUY

GOSS COMMUNITY OIL BATH with SC folder unit separate. Box 1983, Editor & Publisher.

NEED 1500 SERIES GOSS SUBURBAN BOX 200, EDITOR & PUBLISHER

LATE STYLE  
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MULLER-MARTINI 227E inserting machine, 2 or more stations. Contact WR Stahler, PO Box 150, Napa CA 94558. Phone (707) 226-3711.

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### ACADEMIC

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### ADVERTISING

## HELP WANTED

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The ideal candidate will possess good administrative skills, a strong marketing orientation, and have a proven track record of accomplishment in newspaper line management. The position offers an unusual opportunity to employ one's entrepreneurial instincts while at the same time joining the management of one of the nations most successful publishing companies.

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### ADVERTISING

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RADIO-TV teacher for Fall 1980. Writing, production ability. PhD preferred. Media experience required. \$15,000 minimum. March 31 deadline. Write Personnel Office, Duquesne University, Pittsburgh PA 15219.

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UNIVERSITY OF FLORIDA Journalism Department has an opening in a tenure-earning track for the 1980-81 academic year. Assistant or associate professor level, depending on experience. Ph.D. or near completion preferred. Magazine or feature writing experience necessary with knowledge of magazine layout and graphics helpful. Salary competitive and negotiable, depending on qualifications. Send resume to: Jon Roosenraad, Chairman, Department of Journalism, 234 Stadium University of Florida, Gainesville, 32611. The University of Florida is an Equal Opportunity Employer and encourages applications from minorities and women.

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PRESS PHOTOGRAPHY teaching position, 9 months starting mid-August 1980. Application deadline March 15 or until adequate pool of qualified applicants received. Rank, salary open. PhD preferred; Master's, professional experience required. Preference to those with relevant, recent experience and evidence of effective college teaching. Ruth Laird, Journalism Department, South Dakota State University, Brookings SD 57007. Affirmative Action/Equal Opportunity Employer.

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FAST GROWING suburban weekly in California, looking for strong, enthusiastic individual with some experience in advertising. Salary: \$14,000 commission, mileage. Immediate opening. Reply Foster City Progress, PO Box 4040, Foster City CA, 94404, Attn: Sharry Han, Ad Manager.

ADVERTISING SALESPERSON wanted by established weekly sports and gambling newspaper located in Las Vegas, Nevada. Should be aggressive self-starter with experience in newspaper advertising sales. Top earnings for the right individual. Call Tom Bravo at (702) 737-0111 or send resume and salary requirements to Box 15205, Las Vegas NV 89114.

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FT LAUDERDALE entertainment paper seeks 2 retail display salespeople. \$200 per week draw. Resume: Good Times, 1400 E. Oakland Park Blvd, Ft Lauderdale FL 33334.

## ADVERTISING DIRECTOR

Opportunity for the right person who is an aggressive professional on his/her way up. If you can motivate and train staff, are promotion minded, organized planner and know the importance of every account large and small, you may be the person for us.

We're a progressive 13,000 daily in a very livable central Pennsylvania community. Ideal family living, outdoor activities, etc. We offer a starting income of \$25,000 per year plus excellent benefits. Send letter-resume to Dick Calkins, Publisher, The Sentinel, PO Box 588, Lewistown PA 17044.

## DISPLAY MANAGER

Medium size, ABC daily publication, Zone 5, is looking for a display manager to work with and direct a well trained staff. High 20s, excellent benefits, good advancement opportunities and a terrific product to sell. Send resume to Box 32252, Editor & Publisher.

## ADVERTISING

### DIRECTOR

We seek a conscientious advertising director who can manage change and has a proven ability to succeed with nontraditional methods and ideas. This high growth Rocky Mountain daily is applying new and successful marketing strategies and needs someone who will take us beyond traditional norms of performance. Our high calibre ad staff is organized in an innovative fashion and requires strong leadership. We are committed to excellence and expect nothing less. Box 32427, Editor & Publisher.

GROWING chain of weeklies, magazines and free circulation papers in Zones 1, 2, 3, and 4 looking for retail display people. Salary, commission and expenses. Not easy but we'll give you packages to work with and sell. Immediate openings. Send resume and references to Box 32422, Editor & Publisher.

## COMMISSION

### SALES REPS WANTED

Experienced sales reps for monthly trade publication which offers innovative Direct Co-op Marketing Program. Join us and earn high commissions. State experience and territory preference. Kassandra International, 213 E 88 St, 3-EP, New York NY 10028, (212) 427-7176.

## ADVERTISING SALES

Due to promotion we have an immediate opening. Let your family enjoy this fine tri-state area (Iowa, Illinois, Missouri). Minimum of 2 to 4 years experience needed. Good base pay plus commission for mid-teens earnings. Apply J W Nelson, Ad Director, Daily Gate City, 1016 Main, Keokuk IA 52632, (319) 524-8300. Replies held in confidence. Call toll free from Iowa (800) 472-6002, from states touching Iowa (800) 553-7082.

E & P CLASSIFIEDS  
The Industry's Marketplace  
(212) 752-7053

## HELP WANTED ADVERTISING

GROWING DAILY NEWSPAPER (Zone 5, 44,000 circulation) seeks either proven sales manager or top notch salesperson ready for management. Person should be alert, creative, energetic and possess excellent communications skills. This chain affiliated newspaper offers a top notch career opportunity for the right individual. Salary plus performance bonuses. Please send resume and salary history to Gary Berkley, News-Democrat, 120 South Illinois, Belleville IL 62222 or call (618) 234-1000.

## ADVERTISING REPS

ADVERTISING SALES agencies needed in many states for 102-year-old national veterans paper, 50% commission. Reply to PO Box 11788, Santa Ana CA 92711, (714) 835-6881.

## ART/GRAPHICS

### NEWSROOM ARTIST

New position on AM, PM and Sunday newspapers in Zone 2. Opening available around June 1, 1980, for illustrator of news and features and weekend sections. Familiar with full color ROP, newspaper design, layout, photograph retouching and graphics. An excellent growth opportunity in prosperous community with a quality newspaper group. Competitive salary and fringe program. If interested, send confidential resume to Box 32055, Editor & Publisher.

ASSOCIATE ART DIRECTOR, Kansas City Star Times, should have 3 years experience and demonstrated competence in news judgment, picture usage, newspaper graphics, graphic design, typography and production procedures. Responsibilities include coordination of art department work with news room, supervision of general design, management of staff artists (illustration and graphics), design of pages, and production of graphics. Send resume and portfolio to Randy Miller, art director, Kansas City Star Times, 1729 Grand Av, Kansas City MO 64108. (816) 234-4349.

GRAPHICS DEPARTMENT DIRECTOR—Seek illustrator with management skills to direct 8-member staff in San Francisco. Prior ad agency or newspaper experience desirable. Send resume to Ed Orloff, Assistant Managing Editor, San Francisco CA Examiner, 110 Fifth St, San Francisco CA 94103.

## CIRCULATION

CIRCULATION MANAGER for expanding group of weeklies and shopper in New York City. Emphasis on home delivery. Send resume, salary expectations to Box 32096, Editor & Publisher.

## CUSTOMER SERVICE

## NEWSPRINT SALES COORDINATION

Immediate opportunity to develop Customer Service function. Sales growth requires we establish a customer service position in our Atlanta newsprint sales office. This position is responsible for organizing, planning and coordinating all sales orders between the customer and the manufacturing division. The individual will also provide backup for our sales and technical service managers. Some travel required.

Excellent salary and benefit programs are offered to match the career growth opportunity. If you have three to five years previous experience in newsprint sales and service, or related customer service experience in the paper or similar industries, please submit a resume for prompt attention.

## BOX EP 496

810 Seventh Avenue, New York, NY 10019

Equal Opportunity Employer

## HELP WANTED CIRCULATION

WE ARE LOOKING for a "shirt-sleeve" circulation manager for an eastern Ohio daily newspaper with 25,000+ circulation and plenty of room for growth. If you are now a second person with a desire to move ahead or a manager on a smaller paper looking to move up, we would like to hear from you. We are part of a growing group offering excellent opportunity for advancement. Successful applicant must have experience in the Little Merchant system, have excellent track record with regard to collections, promotions and training. Must have work and character references. Position will offer excellent salary, all company benefits and excellent working environment. For interview send complete resume including history, salaries, etc., to Box 32210, Editor & Publisher. All replies will be held in strict confidence. Those chosen for interviews will be notified within 30 days.

## CITY CIRCULATION MANAGER

Medium sized evening and Sunday newspaper in Zone 9 is seeking a qualified and experienced person as City Circulation Manager. Successful management/administrative experience with strong marketing and sales promotion background required. Opportunity for growth. Send resume and salary history to Box 32332, Editor & Publisher.

CIRCULATION MANAGER for 3 paper weekly and multi-weekly suburban group, in beautiful Portland, Oregon metropolitan area. Prefer someone with solid suburban circulation marketing experience, but not necessary. Must have proven sales, management, organizational and motivational skills. Will work with district managers and carriers. Must be able to initiate, develop and follow through with marketing plans and concepts designed to increase circulation and penetration of all newspapers in group. Salary plus incentive, excellent fringe benefits. Part of a growing regional group. Send resume in confidence to Larry Walker, Outlook Publishing Co, PO Box 678, Gresham OR 97030.

## CREW SALES

Large Zone 2 AM and Sunday seeks experienced company to set up crews. Should be capable of selling 500 or more per week. Box 32398, Editor & Publisher.

## DIVISION SALES MANAGER

Outstanding career and growth opportunity available with the morning Memphis Commercial Appeal newspaper. Responsibilities will include management of seven district sales managers in one of this country's most progressive circulation departments. Prefer strong sales orientation. Excellent salary, outstanding bonuses, car allowance and company fringes. If interested, send resume to:

Ms A. Edwards  
Personnel Department  
495 Union Av  
Memphis TN 38101  
Equal opportunity employer

## CUSTOMER SERVICE

## HELP WANTED CIRCULATION

WANTED—Aggressive, knowledgeable circulation manager. 9000 AM rapidly growing 6-day daily. Send resume to Ed Hauck, Publisher, Dickinson Press, 127 West First St, Dickinson ND 58601.

STATE MANAGER wanted for daily state operation. The person we seek is a level headed person who is goal oriented and can motivate subordinates. The job will require travel to initiate promotions, train distributors and take full charge of collections. We offer an excellent compensation package as well as upward mobility in the group. Please, only shirt sleeved managers. Box 32426, Editor & Publisher.

CIRCULATION DIRECTOR—30,000-40,000 daily and Sunday in Zone 2 seeks an experienced circulation manager who can translate sales into gains. Must also be strong in planning, promotion, administration, implementation of programs and motivation of employees. Very attractive area. Reply to Box 32411, Editor & Publisher.

## CLASSIFIED ADVERTISING

CLASSIFIED ADVERTISING MANAGER needed for 26,000 circulation daily and Sunday in southern New Jersey. Responsible for outside sales and phone room staff of 8. Plenty of opportunity for growth and a chance to become a management team member. Send resume or telephone Frank Puckett Jr, Publisher, Gloucester County Times, Woodbury NJ 08096, (609) 845-3300. The Times is a Harte-Hanks Communications Newspaper. An equal opportunity employer.

## EDITORIAL

### CITY DESK

If you thrive on competition, if you have proven ability as a planner and newsroom leader, if you have strong editing and layout skills there is a morning daily in Zone 2 that would like to talk to you about a city desk job. Young, aggressive staff awaits the right person. An equal opportunity employer M/F. All inquiries will be answered. Write Box 32237, Editor & Publisher.

COPY EDITOR—The States-Item in New Orleans is seeking an experienced copy editor who is a skillful and literate editor, a writer of lively and accurate headlines and familiar with VDTs. Some layout is involved. A minimum of two years experience is desired. The States-Item is a four edition-a day, five afternoons/Saturday morning paper. Send full resume to Personnel Director, The States-Item, 3800 Howard Av, New Orleans LA 70140. An equal opportunity employer M/F.

WRITER/REPORTER for weekly newspaper in Las Vegas, Nevada. Sports and casino beat. Must be able to crank out good lively copy. Excellent salary with top benefits. Call Tom Bravo at (702) 737-0111 or send resume and salary requirements to Box 15205, Las Vegas NV 89114.

THE STATES-ITEM in New Orleans seeks an experienced journalist for the position of editorial writer. Sound knowledge of government, politics, business and economics essential. Editing and layout experience desirable. States-Item editorial philosophy is progressive; pragmatic rather than doctrinaire. Send resume to Personnel Manager, The Times-Picayune Publishing Corp., 3800 Howard Av, New Orleans LA 70140. An equal opportunity employer M/F.

WANTED—Versatile pro to fill editorial slot on aggressive, growing weekly trade magazine located in mid-Michigan. Send letter, resume and salary history to Oil & Gas News, PO Box 250, Mt Pleasant MI 48858.

THE DAILY MAIL in Anderson, South Carolina is looking for a careful, quick, creative copy editor who can:  
• Spot errors and holes in stories and work with reporters to fix them.  
• Improve the readability of local and wire copy.  
• Write accurate, bright headlines that follow the rules.  
• Design attractive, modular pages.  
• Meet deadlines.  
Send resume, references, tearsheets and a letter to the Executive Editor, Anderson Daily Mail, PO Box 2507, Anderson SC 29622.



## HELP WANTED

### EDITORIAL

DYNAMIC beginner needed by small Midwest daily newspaper. Must be great at spelling, writing, typing, college academic achievements and leadership potential. Chance to learn all phases of publishing. Write Box 31301, Editor & Publisher. Send complete resume, nonreturnable samples and letter about yourself. Include salary expectations.

### NEWSROOM EXECUTIVE

Medium-size daily in East needs a newsroom leader. We seek an aggressive editor who can oversee the city desk while taking an active part in running the rest of the newsroom, reporting directly to the editor. We're committed to excellence and have begun an extensive rebuilding program to make ours a top-notch local newspaper. But we need that one editor with the vision, drive and sharp management skills to help us get results. We offer exceptional salary (\$25-30,000), benefits and location, and the probability of rapid advancement. If you have at least five years of solid daily newspaper editing experience, write us at Box 1657, Editor & Publisher. Include professional references.

### COPY EDITOR

Syracuse Post Standard has an opening for a copy editor. Applicants must have a college education and should have experience in copy editing, layout and headline writing. Please respond in writing to Robert Haggart, Metropolitan Editor, The Post Standard, Box 4915, Syracuse NY 13221.

THE STATES-ITEM is seeking an experienced journalist to cover Metropolitan New Orleans real estate and business affairs. Basic knowledge of business and finance essential. Editing experience desirable. Send complete resume to Personnel Manager, The Times-Picayune Publishing Corp., 3800 Howard Av., New Orleans LA 70140. An equal opportunity employer M/F.

### DESKPERSON—SPORTS

Writing minimal. Do layout 3 to 4 days per week, edit copy. Must be familiar with Harris or similar system. Need turn around meeting deadline problems. AM editions 60,000, Sunday 100,000 covering Maryland, Virginia, North Carolina sports territory. Must be experienced, strong handling staff. Apply Box 32240, Editor & Publisher.

### EDITOR

Opening April 1 for an editor with at least 5 years experience to direct night news operations for Zone 3, 100,000+ circulation daily.

Need self starting well-organized person with good news judgment, editing, content planning and layout experience. Must be oriented in good use of photos and graphics.

Send complete resume, including salary history, references (at least 2 professional), non-returnable, paid samples, and letter about yourself to Box 32238, Editor & Publisher. An equal opportunity employer.

## WRITER NEWS BUREAU

Writer wanted for Public Affairs Department news bureau at large Midwest utility. Work includes writing news releases, handling media contacts and providing public relations assistance and advice to other departments in the company. Journalism/English degree and 2 to 4 years experience required.

Competitive salary, excellent benefits, and attractive growth opportunity. Send resume and samples to:

Box 32404  
Editor & Publisher

Equal Opportunity  
Employer M/F

## HELP WANTED

### EDITORIAL

NEWS, ENTERTAINMENT AND SPORTS—We will have openings in all areas in the coming months. If you're looking, but can wait to move—send us your resume. We are a major weekly in Zone 5 and need people with 2 solid years of experience on a daily or large weekly. You must want to work on a WEEKLY, with a news magazine philosophy. You'll be surprised to whom you're sending a resume. Send resumes and salary requirements to Box 32140, Editor & Publisher.

GROWING COLLEGE town daily between New Orleans and Baton Rouge seeks talent and good writing with good editing and layout experience. Strong emphasis on local coverage. Daily Star, Box 1319, Hammond LA 70404.

WORKING MANAGING EDITOR to direct 8-person staff. Top arrangement for right person. Allen Strunk, Daily Gazette, McCook NB 69001.

EXECUTIVE EDITOR for major Zone 2 suburban group. Must be broadly experienced in all phases of news department organization and in personnel management. Emphasis on creative, innovative coverage. Box 32296, Editor & Publisher.

DALLAS has the hottest real estate market in the nation. And one of the nations top all-day dailies. The Dallas Times Herald, is looking for a pro who can turn out both hard news and features, prepare sparkling layouts and make his/her pages as exciting as the community. If you've got the experience, send resume to Irv Frank, Business Editor.

WIRE EDITOR—Person with VDT experience for 35,000 daily in North Carolina. Send resume and clips to Editor, Gastonia Gazette, Gastonia NC 28052.

20,000 DAILY in competitive Zone 7 city seeks imaginative, demanding and accurate copy editor. The emphasis is on handling local copy, and we want someone who can polish stories, brighten leads and handle layout. Salary competitive. Send work samples, references and salary history in confidence to Box 32327, Editor & Publisher.

WITH CITY EDITOR advanced to Managing Editor, we have opening for good, solid newspaper to cover city beat. Some features and photos. All benefits including weekly day off and profit sharing. Pay on ability. Allen Strunk, Daily Gazette, McCook NB 69001.

### REPORTER

Warm weather and congenial people will greet the dynamic J-grad looking for the right place to start his or her career. Middle Georgia daily 56,000+ offers permanency, creative atmosphere, competitive salary, and an opportunity to learn all phases of publishing. Must be great at spelling, writing, academic achievement and demonstrate leadership potential. Send resume to Personnel, The Telegraph and News, 120 Broadway, Macon GA 31208.

## BUSINESS JOURNALS JOB OPENINGS

We have staff openings on our business newspapers in Houston, Dallas, Seattle and San Francisco, both on the advertising and the editorial sides. These are excellent new career positions with professional challenge and upward mobility with the publishing company that is the leader in the field of local business periodicals. We are expanding rapidly and need outstanding people. For information and specifics call Bob Gray, Mike Weingart or Jay Hagins in Houston, (713) 688-8811, or send resumes in confidence to Cordovan Recruiting, 5314 Bingle Road, Houston Tx 77092.

## HELP WANTED

### EDITORIAL

BUFFALO COURIER-EXPRESS, recently acquired by the Minneapolis Star & Tribune Company, is seeking an experienced sports copy editor. Salary to \$24,500, commensurate with experience. Send resume and clips to Martha Hanny, Courier-Express, 795 Main St, Buffalo NY 14240.

ASSISTANT CITY EDITOR for PM. The person who fills this job must have had news experience, both as reporter and editor. Long hours and lots of pressure supervising a talented staff on a paper with a reputation for going anywhere and doing anything to get a story. For more information call (513) 225-2211 or write Brad Tillson, City Editor, Dayton Daily News, Dayton OH 45401.

REPORTER, general assignment and features, for award winning university town weekly in South Carolina. Experienced or recent J-school graduate. Send complete details. Box 32177, Editor & Publisher.

EXPERIENCED copy editor with VDT experience to work rim and work into makeup and layout. Aggressive newspaper of 70,000, Zone 4. Write Box 32209, Editor & Publisher.

WIDE-RANGING newspaper is seeking wide-ranging reporter for Zone 4. Two to five years experience. We only want people who can write it right, write it tight and write it tonight. Send samples Box 32208, Editor & Publisher.

REPORTER-EDITOR needed immediately for small daily in central Missouri. Must be strong in layout, spelling and photography. Send resume and clips to Larry W. Freels, Daily Guide, PO Box S, Waynesville MO 65853.

LOCAL GOVERNMENT REPORTER 60,000 Midwest 7-day daily. At least one year's daily newspaper experience. Outstanding salary range, benefits, growth potential. Write: Douglas K. Ray, Managing Editor, The Daily and Sunday Herald, PO Box 280, Arlington Hts IL 60006. An equal opportunity employer.

EDITOR for award-winning weekly group, Zone 2. Must be able to do it all. A great opportunity for someone who loves good newspapers and can work with a good staff. Telephone Hamilton Messerve or Jean Richards (914) 677-8241.

## HELP WANTED

### EDITORIAL

#### REPORTERS

Financial magazine now in its second year of monthly publication seeks energetic reporters with at least two years experience. Must be willing to relocate to beautiful southeastern Ohio. Send resume, samples, and salary history to Editor, Taxing Times Magazine, Rt 1, New Concord OH 43762.

CITY EDITOR—Group-owned AM daily in the East seeks experienced editor ready for 70-100,000 circulation. Creativity, good judgment and interest in government coverage a must. Send resume, in confidence to Box 32322, Editor & Publisher.

WE'RE LOOKING for excellence in an experienced copy editor who is also capable of doing layout work. We're a demanding, prize-winning 41,000+ AM/PM combo in the beautiful hill and lake country of Upper East Tennessee. Send resume, an idea of salary requirements and some nonreturnable samples (no phone calls please) to: John Molley, Managing Editor, Kingsport Times-News, PO Box 479, Kingsport TN 37662. An equal opportunity employer.

DO IT ALL sports writer for Houston area twice-weekly. Strong emphasis on quality writing, columns and features. Will consider a really good writer with minimum experience. Call Terry Wilt, (713) 446-1071.

## FASHION REPORTER

We cover fashion as aggressively as City Hall. Our approach is bright, upbeat, people-oriented and broad scope. We are interested in not only what women are wearing, but men, children and lifestyle areas, such as furnishings, fitness and food. Your reporting skills must be varied with a writing spark with at least 3 years in fashion; feature and hard news background a plus. If you feel qualified, send resume and clips to:

Dan Donohue, Personal Administrator  
The Providence RI Company  
75 Fountain Street  
Providence RI 02902  
Equal opportunity employer, M/F

# EDITOR EDUCATIONAL MATERIALS

National publisher (Washington, D.C.) seeks experienced editor to develop print and audiovisual programs for primary and elementary school students. Must be able to organize and simplify complex material, coordinate the efforts of project staff members, and shape manuscripts into informative, lively copy for varying age levels. Must have ability to direct all phases of a project, from initial planning through publication. Position demands excellent communications skills and an outstanding ability to work with others. Unrelenting attention to detail and a zeal for accuracy are essential. Audiovisual experience is desirable. In a confidential letter, please tell us about yourself, including education, experience, and present job responsibilities. Write Box 32401, Editor & Publisher.

EQUAL OPPORTUNITY EMPLOYER

## HELP WANTED

### EDITORIAL

#### NEWS EDITOR

Major Florida daily seeks experienced desktop to supervise 21-member desk staff and Florida and Georgia operations. Paper has new editor, Bob Clark from Louisville, and ambitious plans. Excellent opportunity to help set highest quality standards in pleasant surroundings. Call or write soonest, Fred Seely, Managing Editor, The Florida Times-Union, Jacksonville FL 32202. (904) 791-4290.

**EDITORIAL ASSISTANT.** The Kenyon Review—A 2 year position, beginning this June and involving a wide range of administrative and editorial duties. Prefer someone with literary background, experience in publishing or journalism and some acquaintance with accounting and/or fund raising. Letter of application and resume to Ronald Sharp, and Frederick Turner, co-editors, The Kenyon Review, Kenyon College, Gambier OH 43022, by March 21, 1980. Kenyon College is an equal opportunity employer.

#### COPY EDITOR

Medium-sized Zone 2 daily looking for versatile person who can edit copy, write heads and layout attractive pages. Non-chain, quality operation. Write Box 32444, Editor & Publisher.

**AGGRESSIVE EDITOR** to help us expand our prize-winning weekly. Want self-starter. Send resume, clips, salary requirements to Cary Stiff, The Courant, Drawer A, Idaho Springs CO 80452.

WE ARE EXPANDING the copy desk and looking for editors who can help immediately. Do not apply if you cannot edit tightly and write excellent heads. Try out mandatory. Send resume, with references, to B. Clar Cobb, News Editor, The Arizona Republic, PO Box 1950, Phoenix AZ 85001.

**GRADUATE ASSISTANTS** available for persons with at least three years fulltime experience in reporting, writing, editing, ready for mid-career opportunity to earn a master's degree in a 12-month program. Stipends of \$4000 plus full out-of-state tuition for best qualified teaching and research assistants. Write: Chairman, Graduate Studies, School of Journalism, 218 Carnegie Bldg, Pennsylvania State University, University Park PA 16802.

**SMALL NATIONAL** baseball monthly looking for writers to cover major league cities and minor leagues. Reports, columns and features, contributors. Fee upon publishing or retainer basis. Send resume to Box 32423, Editor & Publisher.

**GROWING** small chain of weekly and free circulation papers Zones 3 and 5 looking for people ready to assume do-it-all editors positions. Small staffs. Some papers need lots of work. Let's grow together. Immediate openings. Send resume and references to Box 32421, Editor & Publisher.

#### MANAGING EDITOR

If you are a strong leader, have expertise in graphics and layout and sharp news judgment, we have a challenging opportunity for you. Our rapidly growing Florida-based weekly needs a managing editor who possesses the skills to work in a competitive market to produce a first-rate newspaper. Excellent salary and benefits package. Submit your resume and portfolio to Box 32417, Editor & Publisher.

**KEY POSITION**—South Illinois daily newsroom. We need a leader willing to work with management team. Must be goal oriented. Exciting potential in rapid growing community. Must have minimum 3 years experience and knowledge in all phases of newsroom operation. Rapid advancement to managing editor for right person. Group owned newspapers. Send introductory letter, resume and salary requirements to Box 32402, Editor & Publisher.

#### UNIQUE OPPORTUNITY

1200 circulation Indian-oriented official county newspaper seeks editor (one-person operation). This person is also responsible for building a communications program for community college. J-school degree required. Serious applicants only; send clips, resume to the Dakota Sun, Box 483, Ft Yates ND 58538.

**STRINGERS** for trade newsletter in home video field. Need Tokyo, London, Amsterdam coverage—other nations too. Mostly hard, short items. Send resume, request guidelines: Video Marketing, 1680 Vine, Hollywood CA 90028.

## HELP WANTED

### EDITORIAL

**ASSISTANT EDITOR** to handle editing/technical responsibilities for aggressive hard-news weekly newsmagazine group. VDT experience helpful but not required. Must have skill in editing, writing heads and some flair for page design. Send resume, examples of work: Box 14, Union Lake MI 48085.

**MATURITY SOUGHT**—A fast-growing daily in one of Florida's most attractive areas seeks experienced competitors for its local lifestyle section. One position requires a pro with top graphic, layout, editing and assignment skills capable of filling in for the section editor. We also seek two reporters who know how to handle society and club news plus spot stories. In return for hard work and concentration on basics, we offer good pay, top benefits and a real future. Box 32389, Editor & Publisher.

**PHOTOGRAPHER-REPORTER**—We're looking for the right person to fill out our staff on 2 tri-weeklies in Chicago's northwest suburbs. Must be able to take the winning shot and write the story to go with it. Call (312) 425-1642 or send resume, clips and salary requirements to: Gavin Maliska, 250 Williams Rd, Carpentersville IL 60110.

**MANAGING EDITOR** position open on small, community-oriented daily in Miles City, Montana. Full responsibility for news operation, editorial writing, staff of 6. Imagination, drive, some supervision and VDT experience preferred. Contact John Sullivan, Yellowstone Newspapers, Box 665, Livingston MT 59047. (406) 222-2000.

**NEWS EDITOR**—Experienced person who can take charge in highly competitive area. Medium sized daily, VDT equipped, Zone 2. Opportunity to grow with us. State salary requirements. Box 32379, Editor & Publisher.

**DESKPERSON**—Daily metro area. Zone 2 newspaper needs person with minimum 1 year desk experience. Submit resume, references to Carol Talley, Managing Editor, The Daily Advance, PO Box 30, Dover NJ 07801.

#### CROPS TO CAPTIONS

##### PHOTO-EDITOR WANTED

E.F. MacDonald, world leader in the motivation industry is looking for a PHOTO-EDITOR to support its fast growing Audio Visual Department.

If you're a veteran newspaper, magazine, or audio-visual PHOTO-EDITOR that's interested in:

- Working in a fast paced, highly creative environment,
- Taking charge of a library containing more than 20,000 fresh travel slides,
- Managing the resources of more than a million transparencies from national stock houses
- Dealing with state, national and international tourism promotion agencies,
- Visually directing the production of more than 200 multi-image shows this year.

And, if you've got the track record to run with us, and the stuff to prove it . . . get in touch.

#### THE E. F. MAC DONALD COMPANY

Personnel Department  
113 S Ludlow St  
Dayton OH 45402

Equal Opportunity Employer

**NEWS EDITOR**—Morning newspaper in Zone 2 seeks editor who can supervise copy desk. Strong editing and layout skills required. Must be capable of motivating staff. Great opportunity for advancement. State salary requirements. Box 32372, Editor & Publisher.

### JOB LEADS

PR/EDITORIAL Jobs nationally 200+ listings weekly. M. Sternman, 68-38 Yellowstone Blvd., Forest Hills, NY 11375.

### MARKETING

**MARKETING DIRECTOR** for suburban daily in New York City area. Great opportunity for someone on the way up who desires competitive challenge. Must be energetic, goal oriented and promotion minded. Knowledgeable in retail, classified and circulation. Salary commensurate with qualifications. Write Box 32405, Editor & Publisher.

## HELP WANTED

### PRESSROOM

**EXPERIENCED PRESSPERSON** wanted for 6-unit Goss Community press. Newspaper and commercial work. Georgia. Salary negotiable. Contact Ralph Hancock, (912) 452-0567.

**PRESSROOM FOREMAN** wanted in Zone 5. Must be capable of running top quality color work. Must be familiar with Goss Headliner and Napp printing. Good salary and benefits. Send resume to Oakland Press, Box 9, Pontiac MI 48056 or call (313) 332-8181 Glenn Nelsey or Sterling Carlson. An equal opportunity employer.

**PRESSROOM SUPERVISOR**—Rapidly expanding newspaper, Zone 4, is seeking a pressroom supervisor. Urbanite experience a must. Salary mid \$20s. Send resume to Box 32364, Editor & Publisher.

E&P CLASSIFIEDS  
PRODUCE JOBS  
FOR NEWSPAPER PEOPLE!

### PRODUCTION

#### COMPOSING SUPERINTENDENT

Leading Zone 4 Metropolitan newspaper is seeking a top notch manager to assume total responsibility for composing department operations. Individual must have complete knowledge of cold type system and a minimum of 3 years supervisory experience. Strong people skills essential. Competitive salary and excellent fringe benefits. Please respond detailing education, experience, and salary history to Box 32265, Editor & Publisher.

**PRODUCTION MANAGER** for busy weekly newspaper in Las Vegas, Nevada. Must be thoroughly versed in offset production and able to supervise composing room. Excellent salary with top benefits. Call Tom Bravo at (702) 737-0111 or send resume and salary requirements to Box 13205, Las Vegas NV 89114.

#### PRODUCTION DIRECTOR

The Eagle, Bryan-College Station, Texas is seeking a highly qualified and motivated individual to assume the position of Production Director for their 20,000 circulation daily. Major responsibilities include overall management and direction of Photo-Comp, Plate/Camera, Pressroom and Mailroom, quality control and coordination with other departments of daily operation. Interested applicants should send resume and salary requirements to W. S. Pearson, Publisher The Eagle, P.O. Box 3000, Bryan, Texas 77801

## HELP WANTED

### PROMOTION

**NEWSPAPER PRODUCTION MANAGER** Suburban Boston weekly newspaper group is looking for a production manager to oversee all phases of typesetting, paste up and camera departments. The person we seek has 3 to 5 years production experience, is probably earning \$12-15,000 now and is ready to move up. Degree preferred. Salary range to start is open. Send resume to: Dena Faldstein, Century Publications Inc, 3 Church St, Winchester MA 01890.

### PROMOTION

#### PROMOTION MANAGER

We are looking for someone, full of energy and ideas to be a person show in running our promotion department. You will be responsible for circulation promotion, telephone solicitation, public service projects, in-paper promotion, newspaper-in-education programs and all other related programs promoting the total newspaper. We're a century-old, still a family-owned afternoon daily with a growing circulation of more than 40,000, located in a highly competitive market in central Connecticut. We offer a solid future for the right person with excellent starting salary and employee benefits. Send resume and samples of your work with salary requirement to Robert Netupski, Marketing Director, The Herald, One Herald Square, New Britain CT 06050.

### RESEARCH

**NEWSPAPER RESEARCH PROFESSIONAL** Metropolitan daily/Sunday newspaper seeks media research pro to join dynamic, young promotion/marketing team. Should be well-schooled in all facets of survey research methodology and have some experience in the application of data for advertising sales and newspaper product improvement. Masters degree preferred. Reply in confidence to Box 32366, Editor & Publisher.

### SYNDICATE SALES

**ESTABLISHED** syndicated features available to feature salespeople as a sideline. Willing to give zone exclusivity and assign existing accounts. Box 32051, Editor & Publisher.

**AMBITIOUS**, determined sales representative with syndicate experience needed for promising syndicate. Good opportunity to grow. Salary and commission negotiable. Box 32045, Editor & Publisher.

## PUBLIC RELATIONS

Challenge and Growth? You'll find both with diversified R.J. Reynolds Industries, Inc. **We have an opening in our Public Relations Department for a highly motivated professional communicator.**

The department reports directly to our chairman, so you'll be involved in key issues facing our multi-national corporation, requiring journalistic writing, editing and oral communications skills.

Qualifications include a bachelor's degree in Journalism and at least 2 years experience as a reporter covering major stories on a large daily publication or equivalent corporate communications experience.

Please send resume and brief letter outlining qualifications, career objectives, and earnings record to: Mr. David Crump, Corporate Recruiting Manager, R.J. Reynolds Industries, Inc., 401 N. Main Street, Winston-Salem, NC 27102

**RJR**

R.J. Reynolds Industries, Inc.

- Tobacco Products
- Foods & Beverages
- Transportation
- Energy
- Packaging

An Equal Opportunity Employer M/F



# Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

## ADMINISTRATIVE

**GENERAL MANAGER-EDITOR.** Twenty years experience, last 16 with small family-owned daily. Stalled, need to advance. Prefer Southwest or West, but would consider all offers. Call (405) 256-6468 after 5 pm (CST) or write PO Box 893, Woodward OK 73801.

**GENERAL MANAGEMENT.** Skilled production oriented management executive with excellent work history, proven accomplishments, top references. Experience includes budget, profit and loss responsibility, commercial printing sales. Available now for the right opportunity. Box 32253, Editor & Publisher.

**PRO** with 30-years plus experience in all phases of newspaper work, seeking management level job in Northwest or Rocky Mountain region. Would consider working partnership. Wife also available. Box 32198, Editor & Publisher.

## EXECUTIVE

For 3 years president and publisher of daily/Sunday paper, 33 years old. Looking for management role in communications company with growth potential. Hard worker familiar with all operations. Knowledge of related communications. Good written/oral communications skills. Stanford grad. Box 32451, Editor & Publisher.

**ZONE 3, 4 or 6:** Management post wanted. Former State News, Managing Editor, chief photographer plus experience in tv news, ads, layout. Available Fall. Box 32437, Editor & Publisher.

## ADVERTISING

**7 YEARS** in display, seek management position with Illinois, Missouri or Iowa daily. Frank Eggen, R 1, Box 55, Mazon IL 60444, (815) 448-2394.

## ARTIST

**SEEKING NEW** career on daily. Commercial artist for General Motors. Cartoonist for 3 weeks. Solid portfolio. Bob Seymour, 4651 Grafoad Ln, Stow OH 44224.

## CIRCULATION

**CIRCULATOR.** 17 years experience on 95,000 daily and Sunday. Strong in sales and promotion. Zones 2, 3, 5. (814) 838-3220.

**RESPECTED** and recognized circulator in newspaper field desires to relocate. Promotion minded, top references. Phone (906) 774-8224, evenings.

## CIRCULATION

**CIRCULATION MANAGER.** 15 years experience Little Merchant, motor routes, ABC, TMC. Top-notch motivator. Box 32359, Editor & Publisher.

## EDITORIAL

**EDITORIAL WRITER.** Outstanding writer-editor, highly experienced, informed, impressive work. Real pro to lead or join page. Box 32083, Editor & Publisher.

**REPORTER, 30,** with 8 years experience in general assignments, government and politics seeks job on regional paper of 50,000 or more. Box 32082, Editor & Publisher.

**CAPITOL HILL REPORTER** for 270,000 DC-based weekly with recent J-degree seeks daily experience in new location. Solid production skills. Mark Ward, 1225-516 Martha Custis Dr, Alexandria VA 22302.

**ENTERTAINMENT** and feature writer seeks daily newspaper position. Five years experience in above as well as general assignment and political reporting. Masters degree in journalism. Box 32213, Editor & Publisher.

**SPORTSWRITER** seeks position on metro after three years on small Eastern daily. Layout, writing, camera experience. Have experience covering pro and college teams. Box 32334, Editor & Publisher.

**HAVE LEARNED** ALL I can on weeklies. Seeking sportswriter position on daily that cares about quality reporting. Zones 1-3 preferred, but willing to discuss other offers. Call Joel at (301) 655-7465 or (301) 465-1400.

**REPORTER.** Six years experience covering city, county, courts, cops, seeks work on 50,000+ daily in West or Midwest. Clips available on request. Box 32415, Editor & Publisher.

**EXPERIENCED COPY EDITOR** seeks key job on quality paper as features or lifestyle editor. VDT experience. Box 32412, Editor & Publisher.

**WANT GOOD LOCAL SPORTS** coverage? I want my chance to head the sports department of a small daily in Zone 5, New York or Pennsylvania. I'm a dependable workhorse with photo, graphics, VDT, some wire, and good organizational skills. Served four years with award-winning daily; just completed communications degree. Good references. Available now. Donald Naas, 327 Morrison, Fremont OH 43420. (419) 334-3478.

## EDITORIAL

**AWARD-WINNING** sportswriter for 20,000 daily. VDT experience, seeks position on sports staff of 50,000-plus daily near Philadelphia, New York or Baltimore. Box 32293, Editor & Publisher.

**SPORTS WRITER** with 10 years daily experience wants work in Zone 1. Experienced on local sports, features, all desk work and VDT. Box 32270, Editor & Publisher.

**AWARD-WINNING** reporter with 30,000 circulation AM looking for city hall or courthouse beat on larger paper. Will consider other beats compatible with my 5 years professional experience. Box 32087, Editor & Publisher.

**EXPERIENCED** reporter, now second-in-charge, seeks challenging newsroom leadership role. Will relocate. Now available. Box 32175, Editor & Publisher.

**OUTDOOR EDITOR** and reporter of environmental issues for small daily looking for position on medium or large daily. Environmental studies degree, 4 years newspaper experience, experience in photography, layout, VDT. Box 32341, Editor & Publisher.

**CITY EDITOR** at 18,000 daily seeks desk job at larger daily. Seven years experience in journalism. Skilled in layout, headline writing, copy editing. Extensive writing experience. Ed Issa, PO Box 1434, Greenville MS 38701.

**EXPERIENCED** reporter wants position on a daily newspaper. My experience includes work on two papers: one covering a state capital, the other as a general assignment reporter. (513) 721-2700, Tom Holden, 2469 Madison Rd, Cincinnati OH 45208.

**REPORTER.** Honors graduate of Williams College and Oxford University (two-year fellowship), now in half-reporting, half-clerical job with major metro, seeks reporting slot on medium or large daily. Box 32255, Editor & Publisher.

**SUCCESSFUL** publisher and editor in highly competitive suburban group wants new opportunity with either suburban weeklies or mid-size daily. Top references. Box 32272, Editor & Publisher.

**RELIGIOUS WEEKLY** editor, MA History and Government writing and management skills, involved in many community actions boards, seeks new role teaching or editorial duties. Prefers Zone 1 or South Florida. Box 32436, Editor & Publisher.

**COMING HOME.** Young pro strongly desires return to newspapering after two years with magazine, corporate publications. I seek reporting, sportswriting, copy editing position with top-notch daily or large weekly, any Zone. Excellent writer; also originated, developed numerous story ideas for syndicated columnist in Chicago. Can do the same for you! Box 32420, Editor & Publisher.

## EDITORIAL

**VETERAN NEWSMAN,** 20 years local, Washington and foreign reporting/editing experience for first-in-class national newspaper, magazine, seeks senior, well-paying news or editorial-management position, preferably Zone 1. Offer expertise, ingenuity in upgrading your publication. Copies of cover-story, national, foreign file on request. Best media-known references. Box 32394, Editor & Publisher.

**RETURN** to reporting work sought by managing editor of 4600 daily. Seven years experience on dailies. Location not an issue. Ed Butler, 16975 San Bernardino Av, Apt 43, Fontana CA 92335. (714) 823-3942.

**JOURNALISM PROFESSOR** and adviser to award-winning weekly seeks 7 to 9-month writing or editing job on mid-size newspaper during sabbatical. Available July 1. Alan Koch, Chemeteka Community College, PO Box 14007, Salem OR 97309.

**VERSATILE,** humorous, incisive feature and editorial writer. Particularly interested in education editorship. Have been English teacher last 12 years. Former reporter, weekly editor and copy editor. Zones 8, 9. Russel Norvell, Box 1202, Mendocino CA 95460.

**LAW SCHOOL GRADUATE,** degree due in May, with prior experience and good academic credentials, seeks responsible position with daily as either trial or business reporter, or similar position with strong administrative responsibilities on weekly. Am comfortable with sophisticated litigation stories, and can explain it all—from Bakke to your local zoning ordinance! All Zones. Box 32369, Editor & Publisher.

**EDITOR.** Available for large weekly, small daily. Thoroughly experienced, striver for quality, strong writer. Now editing good county seat paper. Early 50s, best personal and professional references. Box 32367, Editor & Publisher.

**SPORTSWRITER,** 5 years on daily, wants to write for quality metro. Or sports editorship of small daily. Zone 2 to 6. Box 32362, Editor & Publisher.

## FREELANCE

**EXPERIENCED** staff tennis writer for large New York metropolitan paper plans on being at Wimbledon. Am available for freelance work. Daily stories, features, magazine work. Reasonable rate. Resume and clips on request. Box 32185, Editor & Publisher.

## PHOTOJOURNALISM

**IF YOU WANT** consistent quality and unique angles, I'm yours. 7-year photographer seeks move from small to city daily. References to back up quality claims. Prefer Zone 5. Box 32386, Editor & Publisher.

## WE GET PEOPLE MOVING

"Dear People of E&P Classified Dept: Due to the fact that placing an ad with you brought positive results, I have been traveling a bit. Please change my address in your records from (Wisc.) to (Colo.). Thanks very much," A.L.

"It's all your fault anyway," said P.S. in a post script to a letter asking that his E&P subscription be sent to (Illinois) instead of (New Hampshire). "Positions Wanted ad did a great job, which is why I'm now here, and not there. Double thanx."

M.W. wrote us, "Just a quick note of THANKS, I am leaving (Washington) in a couple of days for (Colorado) where I will begin a job as county government reporter. The managing editor found out about me through my classified in E&P. Thanks for your help."

An how about the former Florida ad salesman who moved right into management: "Located just the job I was looking for through my Positions Wanted ad in E&P. Thanks." B.N.

And a big "THANK YOU!" from E&P Classifieds to each of the above for telling us of their success!

The next move is up to you. If you've got what it takes (ability and initiative, mainly—we've got what it takes (the largest newspaper audience in the world)! So get moving and send us your Positions Wanted classified ad today!

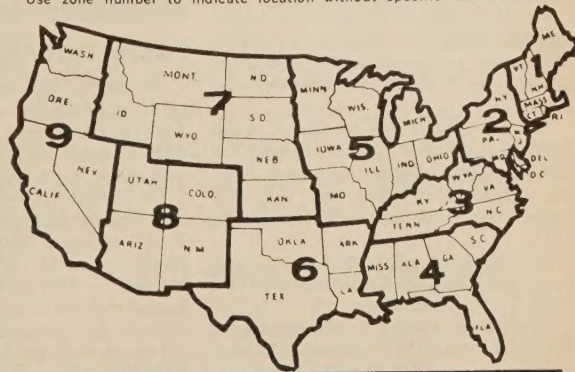
We produce jobs for newspaper people

**E&P Classifieds**  
(212) 752-7050

EDITOR & PUBLISHER for February 16, 1980

## E&P Employment Zone Chart

Use zone number to indicate location without specific identification





# Proposed charter forbids CIA to pose as reporters

By I. William Hill

CIA agents would be forbidden to pose as journalists, academics or clergymen but would be allowed to pay members of those professions for spying under the proposed National Intelligence Act of 1980.

The controversial charter for U.S. intelligence agencies was introduced last week (Feb. 8) by four members of the Senate Select Committee on Intelligence.

It was revealed at the same time agreement has not yet been reached with the White House on congressional access to intelligence information. As produced by the committee, the measure would require the President to give prior notice of covert intelligence operations to at least eight members of Congress, even in a national emergency. It also would require congressional access to all intelligence information. The administration has balked on these issues, however.

At the same time, in a letter to Senator Birch Bayh (D-Ind), chairman of the committee, President Carter urged the committee to move ahead on "this important legislative endeavor." The President said he is sure "we can resolve the remaining issues so as to protect the capacity of our government to act while insuring that intelligence agencies operate within the bounds of law and propriety."

The charter would try to insure top-level accountability for special operations abroad by requiring that each covert activity involving "substantial resources, risks or consequences" would be reviewed by a committee including the Secretaries of State and Defense and the Attorney General before the President can make a formal finding that the operation is important to national security.

## J-school building named after builder

Florida Southern College will honor the late William F. Chatlos, a Florida builder and philanthropist by dedicating in his name its new \$550,000 journalism facility.

The new facility will be known as the William F. Chatlos Journalism Building and was made possible by a grant from the Chatlos Foundation, Inc., a private foundation established by Chatlos in 1953.

An additional gift of \$50,000 to help equip the building came from the New York Times Foundation.

Ground was broken for the building in March of 1979 by Walter Cronkite, managing editor of CBS Evening News.

ity. These procedures are followed now but making them law would better guarantee accountability, it is believed.

The charter legislation was introduced by Senators Walter D. Huddleston (D-Ky), Charles Mathias, Jr. (R-Md), senior member of the subcommittee on charter and guidelines, joined by Senators Bayh and Goldwater (R-Ariz).

Senator Huddleston announced that hearings on the intelligence act will begin on Feb. 21.

Some sources said there is considerable doubt that the 123-page charter legislation can pass. Narrower legislation, designed to remove legal restraints and obligations that annoy the CIA but that would not require prior notification of covert acts or strict accountability, is regarded as having more chance of adoption.

Provisions in the proposed charter include:

- Permission for CIA spying and burglaries directed at U.S. citizens abroad who are not suspected of a crime. First, however, a special intelligence court would have to approve such action which would be directed at pursuit of counter-intelligence and counter-terrorism information.

- Permission for FBI mail opening and burglaries aimed at persons in the U.S. if the target is suspected of a crime, and if the special intelligence court approves.

- Virtual exemption of the CIA from being required to disclose information under the Freedom of Information Act.

- Reduction from eight to two of the number of committees to receive reports on clandestine activities.

- Banning of assassination and restricting concealed sponsorship of contracts with U.S. organizations.

The new charter brought immediate criticism from the American Civil Liberties Union, which said the bill would invite abuses rather than prevent them.

## MacMillan and Bowater raise newsprint prices

MacMillan Bloedel Ltd., will raise the price of newsprint, effective May 1, to \$440 (U.S.) a metric ton from \$413. The \$440 a metric ton price is the equivalent of \$400 (U.S.) a short ton.

On February 8, Bowater Mersey Paper said it would increase its newsprint price by 8% effective May 1. The price of a metric ton of 28.5 pound newsprint will increase to \$458 from \$425.

Abitibi-Price said February 4, the high demand for newsprint and other products pushed its profits sharply higher in 1979 and the trend was continuing.

## Past Week's Range of Stock Prices

### NEWSPAPERS

		One Year Ago
Affiliated Publications (AMEX)	2/13 2/6	21
Blue Chips Stamp (OTC)	29% 307%	19%
Capital Cities Comm (NYSE)	45% 46	41%
Cowles Comm (NYSE)	24% 24%	21%
Dow Jones (NYSE)	43% 45%	33%
Early Calif Industries (OTC)	7% 7%	N/A
Gannett (NYSE)	44% 46%	40%
Gray Comm (OTC)	44% 46	23
Harte-Hanks (NYSE)	25% 24%	22%
Jefferson Pilot (NYSE)	30% 30	30%
Knight-Ridder (NYSE)	25 25%	23%
(a) Lee Enterprise (NYSE)	20% 21%	22%
Media General (AMEX)	28% 28%	20%
Media Investment (OTC)	N/A	56
Multimedia (OTC)	32% 31%	25%
New York Times (AMEX)	23% 23%	26%
Panax (OTC)	N/A	5%
(b) Post Corp. (Wis) (AMEX)	18% 19	16%
Quebecor (AMEX)	12 12	9
Stauffer Communications (OTC)	35 35	24%
Thomson Newspapers (CE)	14% 15%	15%
Times Inc (NYSE)	50% 49%	38%
Times Mirror (NYSE)	37 38	31%
Toronto Sun (CE)	N/A	13%
Torstar (CE)	23% 22%	17%
(c) Washington Post (AMEX)	19% 19%	25%

(a) Stock split 3 for 2, effective 10/31/78  
(b) Stock split 2 for 1, effective 11/30/78  
(c) Stock split 2 for 1, effective 12/27/78

### SUPPLIERS

Abitibi (CE)	23 23	17%
Allied Chemical (NYSE)	58% 54%	N/A
Altair (OTC)	5% 4%	4%
AM Int'l (NYSE)	18 18%	20%
Boise Cascade (NYSE)	41% 37%	31%
Compugraphic (NYSE)	28% 30%	41%
Consol. Bath (Mont)	17% 17%	N/A
Crown Zellerbach (NYSE)	51% 48	32%
Digital Equipment (NYSE)	77% 73%	51%
Domtar (AMEX)	24 25%	21
Dow Chemical (NYSE)	38% 33%	25%
Eastman Kodak (NYSE)	49 47%	59%
Georgia Pacific (NYSE)	33% 28%	28%
Grace, W.R. (NYSE)	43% 40%	26%
Great Lake Forest (CE)	59% 60%	N/A
Great No. Nekososa (NYSE)	38% 34%	33%
Harris Corp (NYSE)	37% 36%	28
Hunt Chem (NYSE)	13% 11%	13
International Paper (NYSE)	43% 38%	39%
Itex Corp (NYSE)	29% 29%	20
Kimberly Clark (NYSE)	45 43%	44%
LogElectronics (OTC)	15 14%	12%
Logicon (AMEX)	21% 21%	12%
MacMillan Bloedel (CE)	N/A	29%
Minnesota Minn. & Mfg. (NYSE)	52% 49%	62%
Raytheon (NYSE)	78 79	46%
Rockwell Intl (NYSE)	58% 55%	37%
St. Regis (NYSE)	34% 31%	31%
Southwest Forest Ind. (NYSE)	19% 18%	14%
Sun Chemical (NYSE)	30% 31%	26%
Visual Graphics Corp. (AMEX)	6% 6%	5%
Volt Info. (OTC)	33% 32%	N/A

## Agency exec named trustee

Carl Spielvogel, chairman and chief executive officer of the New York advertising agency, Backer & Spielvogel, Inc., was elected trustee of the Mount Sinai Medical Center.

Spielvogel is a former reporter and ad columnist with the *New York Times*.

## Pr director

Samuel Rogers has been appointed director of public relations for the Philadelphia Convention and Visitors Bureau.

Rogers, 27, is former city editor of the *Harrisburg* (Pa.) *Patriot*. Prior to that, he served as assistant city editor of the *Patroit* and wire editor of the *Steubenville* (Ohio) *Herald-Star*.



# **“Rather than war, the greatest danger in a period of Soviet nuclear superiority is defeat without war..”**



**This prophetic statement** from Richard Nixon's "The Real War" underscores the importance and timeliness of his soon-to-be-published book. With insights born and bred in the cold, hard arena of global politics, Nixon—in his latest work—deals with conflict and the threat to democracy at the very moment when our nation faces some of the gravest challenges in its history. In Time Magazine, Hugh Sidey commented:

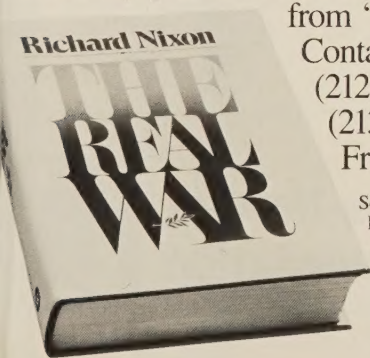
**“By all accounts, it is a drama filled with timpani rolls of peril, but with lightning flashes revealing the way back to pre-eminence.”**

Special Features, building on its record of achievement in syndicating notable books by prominent authors, begins the year with an exclusive pre-publication series from "The Real War." Available in the U.S. and overseas.

Contact us for details. Call Dan Barber/Eastern Sales at (212) 972-1070; Telex: 640-198. Paul Finch/Western Sales at (213) 278-4534. Paul Gendleman/International Sales, Paris, France; Phone: 742-1711/1441; Telex: 230-650.

Series release date: April 1980  
Publication Date: May, 1980  
Warner Books

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# THE 1979 ROY W. HOWARD AWARDS

**The prestigious recognition  
for public service by  
newspapers which, if you  
act now, you can still enter.  
Deadline is March 1.**

Entries postmarked no later than March 1, will be eligible for prizes in the annual Roy W. Howard Public Service Awards for newspapers.

Sponsored by The Scripps-Howard Foundation, a bronze plaque will be awarded to that newspaper judged to have been most outstanding in its public service efforts. The plaque will be accompanied by a cash grant of \$2,500 to be distributed to those individuals on the paper, who, in the opinion of the editor, contributed most to the effort.

A runnerup prize of \$1,000, and a certificate, will also be awarded.

Material must have been published in a newspaper in 1979.

No entry blank is required, but each entry must be accompanied by a nominating letter from someone who had nothing to do with the endeavor, plus a brief history of the work. In the latter, state the problem, tell how it was uncovered, and explain the journalistic expertise used in studying and exposing the problem.

Entries should be mounted in some manner, and all entries become the property of The Scripps-Howard Foundation. They should be sent to Roy W. Howard Awards, The Scripps-Howard Foundation, 200 Park Avenue, New York, N.Y. 10017.

The Howard Awards are named for the longtime editor and president of the New York World-Telegram and The Sun, and president of



Scripps-Howard Newspapers and United Press. Their purpose is to encourage and reward exemplary public service by newspapers, as well as television and radio stations. The broadcast deadline was February 1.

Top winner of the 1978 Howard Awards, newspaper division was The Philadelphia Inquirer; in the broadcast division, WBBM-TV, Chicago.

## Announcement of Winners

Winners in the various Scripps-Howard Foundation competitions: Ernie Pyle Memorial Awards, Edward Willis Scripps First Amendment Award, Walker Stone Editorial Awards, Edward J. Meeman Conservation Awards, as well as the Roy W. Howard Awards for both newspapers and broadcasting, will be announced April 18 in New York.

**Scripps-Howard  
Foundation**

200 PARK AVENUE, NEW YORK, N.Y. 10017

